



# ROBERT "FIREMAN ROB" VERHELST

FIREFIGHTER & VETERAN | KEYNOTE SPEAKER & RESILIENCE EXPERT



[WWW.FIREMANROB.COM](http://WWW.FIREMANROB.COM)

**Robert "Fireman Rob" Verhelst** is a dynamic storyteller whose inspirational voice challenges audiences to find the courage to lead their own lives. He helps people become stronger leaders of themselves and greater assets to their teams by demonstrating how to live with courage, passion, and mental strength.

As a keynote speaker and workshop facilitator, Fireman Rob has inspired audiences ranging from Fortune 500 companies to schools and universities. His message is grounded in lived experience — forged in the fires of a 20+ year career as a firefighter, tested through survival and resilience as a 9/11 search and recovery responder,

and proven through feats such as competing on Discovery Channel's Ultimate Ninja Challenge and completing Ironman races in full firefighting gear.

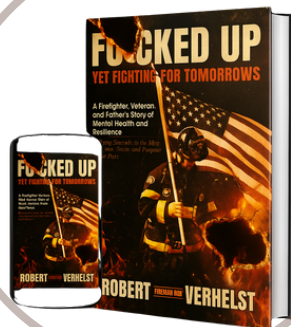
From overcoming post-traumatic stress disorder, to breaking world records, to the daily lessons of being a father, Rob doesn't just speak about resilience — he lives it. His authentic stories, hard-earned lessons, and 7 Catalysts for Growth leave audiences inspired, equipped, and ready to face their own fires.

**AUTHOR**

**PODCAST HOST**

**KEYNOTE SPEAKER**

**MINDSET COACH**



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# STRONGER THAN THE FIRE.

REAL TOOLS FOR RESILIENCE, LEADERSHIP, AND MENTAL HEALTH IN THE RANKS.



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Robert **"Fireman Rob"** Verhelst has walked the line. A **career firefighter since 2000, Air Force veteran, military medic, and 9/11 search & recovery worker**, Rob knows the weight that firefighters, EMS, and law enforcement professionals carry — ***because he has lived it.***

- **Books for Students:** *Forged in the Fires* (resilience & leadership) and *F@ked Up Yet Fighting for Tomorrows\** (mental health survival).
- **Forged in the Fires Podcast:** 250+ episodes | 30,000+ featuring leaders, first responders, and resilience experts.
- **Fireman Rob Foundation:** Every booking supports the Fireman Rob Foundation, delivering Strong Kids Books and Gund Bears to children in hospitals across the globe.

"Fireman Rob doesn't just understand first responders — he is one. His authenticity and lived experience connect deeply with the people who serve."



PHILANTHROPIST | VETERAN | PODCASTER

FIREFIGHTER | ATHLETE | AUTHOR

**First responders face unique pressures:** trauma, PTSD, burnout, and the demand to lead under fire. Rob brings a message that is ***real, raw, and actionable*** — designed for firefighters, EMS, and law enforcement.

#### Programs Offered:

- **Keynotes (45–90 minutes):** Real, story-driven presentations on resilience, mental health, and leadership.
- **Workshops (1–3 hours):** Interactive training on emotional intelligence, stress management, and resilient mindset.

#### Make A Real Impact:

- Equip crews with strategies for handling stress and trauma.
- Build stronger leadership through vulnerability & trust.
- Strengthen culture with tools for peer support and resilience.
- Normalize conversations about mental health in the ranks.



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# STRONGER THAN THE FIRE.

MORE THAN TRAINING — A MISSION FOR RESILIENCE

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## Real Talk for Firefighters, EMS, and Law Enforcement for Building Resilience

After Fireman Rob's talk, attendees will:

- Gain **resilience strategies** for handling trauma and stress.
- Learn to **lead through vulnerability and strength**.
- Develop **emotional control** under extreme pressure.
- Build **peer support and trust** in their department.
- Leave with **practical tools** to use on the job and in life.



## Fireman Rob doesn't just talk resilience — he lives it.

His programs give first responders the tools to thrive under pressure, process trauma, and lead with courage. When your department brings him in, you strengthen your people — and you also bring hope to children around the world through the Fireman Rob Foundation.

*Since 2013, the Fireman Rob Foundation has delivered 9,000+ Gund Bears and Strong Kids Books to children in 48 states and 4 countries. Department bookings extend that mission — every event helps bring hope to kids facing trauma or illness.*

### Accolades:

- 🏆 World Record – 40 miles in full firefighter gear in 24 hours
- 🏆 World Record – 23 Half Ironman races in one year (all in fire gear)
- 🏆 Ironman Performance of the Year
- 🏆 Jefferson Award for Public Service
- 🏆 Triathlon Magazine "Best Record-Breaking Performance"
- 🏆 In Business Magazine "25 Most Influential People in Madison"



**"ROB EXCEEDED EXPECTATIONS. HIS AUTHENTICITY AND LIVED EXPERIENCE CONNECTED DEEPLY WITH EVERY MEMBER OF OUR STAFF."**

— DOJ ATF Executive

### CONNECT WITH FIREMAN ROB:

**PODCAST:** Forged In The Fires Podcast with Fireman Rob

**YOUTUBE:** Forged in the Fires Mindset

**LINKEDIN:** FiremanRob

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