



## Robert “Fireman Rob” Verhelst

[www.FiremanRob.com](http://www.FiremanRob.com)

My name is **Robert Verhelst**, yet most people know me as **Fireman Rob**. I am a career **firefighter** for the City of Madison, Wisconsin since 2000, an **Air Force veteran**, and did search and Recovery after the **September 11<sup>th</sup>** attack on the World Trade Center.

My mission to inspire people to “Live your passion” started in 2011 when I did Ironman Wisconsin, which landed on the 10th anniversary of 9/11. I did it different than most though, and for the purpose of honoring those who lost their lives and those who responded. I did the 2.4-mile swim, 112-mile bike then donned my full firefighter gear (helmet, bunker pants, jacket, and air pack weighing 50 lbs.) for the 26.2-mile run. Finishing the race at 16 hours and 17 minutes and igniting an insatiable drive to inspire others to find their passions and LIVE!

Since that moment in 2011, I have completed 23 Full Ironman distance and 29 Half Ironman Distance triathlons in full firefighter gear for every run portion totaling 1,022 miles in my gear. In 2015, I pushed the envelope of what is possible and broke the **Guinness World Record for the Most Ironman 70.3 Triathlons in one year** with 23.

The existing record that was done all in normal triathlon gear, but I broke it by completing each run portions with my fire gear. No extra record or credit, yet the purpose was to ignite the globe in understanding what we are capable of when driven by passion.

In addition, I started the **Fireman Rob Foundation** in 2013 and since that date we have delivered 8,000 Gund Teddy Bears to children in hospitals throughout the world. Our mission is simply to #BearASMILE on children in need of a moment of happiness. SMILE to me means (Simple Moments Impact Lives Every day).

I am a dynamic storyteller with a unique, iconic story that brings your audience to life. From numerous years in the fire service to breaking a **Guinness World Record** to surviving on **Discovery Channel’s show Ultimate Ninja Challenge** to performing search and recovery after the **September 11th attacks** on the World Trade Center in New York, the impact of my message resonates with everyone. I truly live and emphatically believe in, the power of purpose and a strong mindset, to overcome any challenge or fear. I deliver an empowering message to the audience about engaging their passion through mental strength to live their true potential. **Our lives depend on strength to thrive; otherwise, we struggle to find success in life.**



### BASICS:

- Hometown: Madison, Wisconsin, USA
- Father of 3
- Career Firefighter for City of Madison, Wisconsin, USA
- United States Air Force Veteran
- Collegiate Basketball & Water Polo player
- Professional Keynote Speaker & Workshop Facilitator
- Professional Human Performance Coach (Personal / Business)
- Founder Fireman Rob Foundation
- Founder & President of Endurance Zone TV ([www.EnduranceZoneTV.com](http://www.EnduranceZoneTV.com))



### Contact Information for Fireman Rob:

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### Connect with Fireman Rob:

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*Forged In The Fires*  
PODCAST





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### Experience

- ✓ Sponsored Endurance Athlete (wearing full firefighter gear)
- ✓ 9/11 Rescue Worker
- ✓ Air Force Veteran
- ✓ Career Fireman (City of Madison, Wisconsin, USA)
- ✓ Guinness World Record Holder (IM70.3 in one year – 23 in 50 lbs of gear)
- ✓ Bachelor of Science in Resource Management (Troy University)
- ✓ Master of Science in Emergency Management (Columbia Southern University)

### Accolades

- ✓ 2012 Ironman Performance of the Year
- ✓ 2012 HITS Triathlon Athlete of the Year
- ✓ 2014 In Business Magazine “25 Most Influential People in Greater Madison”
- ✓ 2015 Jefferson Award
- ✓ 2015 Triathlon Magazine “Best Record-Breaking Performance of the Year”
- ✓ Guinness World Record for Most Ironman 70.3 Triathlons in One Year
- ✓ 2015 Globe Turnout Feets of Strength (Athleticism category)
- ✓ World Record for Most Ironman triathlons in Full Firefighter Gear (21)
- ✓ World Record for Most Half Ironman Triathlons in Full Firefighter Gear (28)
- ✓ Selected member of The National Society of Leadership and Success (CSU)
- ✓ Started the Fireman Rob Foundation in 2013 ([www.FiremanRobFoundation.com](http://www.FiremanRobFoundation.com))

### Partial List of Media Featuring Fireman Rob

- NBC
- NBC Universal
- ESPN Deportes
- Fox (Philadelphia)
- Ironman.com
- NBA.com
- Triathlete.com
- Bayerischer Rundfunk (German National Television)
- Men's Health
- TRI Talk South Africa
- GuinnessWorldRecord.com
- Firehouse.com
- USA Today

### Partial List of Companies Impacted by Fireman Rob

- 3M
- US Bank
- Bellin Health (Wisconsin)
- Timex
- Ironman
- PMI Colorado
- Kraft
- Special Olympics
- Challenge Roth (Germany)

