



Jacob Brown

CEO and Keynote Speaker
Fail Forward LLC
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Jacob Brown is one of the most electric voices rising in the world of professional speaking.

A former NFL athlete turned serial entrepreneur, best-selling author, and transformational keynote speaker, Jacob has quickly become a go-to expert for companies and conferences that want to shift mindsets, build resilient leaders, and transform workplace culture. Today, Jacob is a trusted keynote speaker for organizations like Intel, Meta, LinkedIn, UPS, General Motors, the Dallas Cowboys and many more. He's delivered standing-ovation keynotes at top universities including Notre Dame, Michigan, and Wisconsin, and his insights have been featured in *Forbes*, *The Wall Street Journal*, and *Good Morning America*.

Jacob is also the author of *Fail Forward Mentality*, a powerful book designed to help individuals and organizations break free from perfectionism, embrace resilience, and transform setbacks into growth. His book is a natural extension of his message on stage, equipping readers with actionable tools to reframe failure and lead with courage. As co-founder of Vario, a global athletic apparel brand, Jacob knows the entrepreneurial hustle. But it's his work with executive teams, HR leaders, and frontline managers that sets him apart. His keynotes go beyond motivation—they activate change. Using humor, hard-earned wisdom, and practical frameworks, Jacob helps leaders unlock their teams' potential by transforming failure into strategy and adversity into alignment. Whether guiding companies through burnout, broken culture, or leadership drift, Jacob equips audiences to embrace discomfort, lead with authenticity, and build failure-resilient organizations that thrive in uncertainty.

He lives in Metro Detroit with his wife and their four children. Offstage, you'll find him cheering at basketball games, attending ballet recitals, or sneaking in a family vacation—always leading from the core.