**Kathleen Riessen’s bio:**

Kathleen is a serial entrepreneur, wife, parent to three young boys, a dog and a betta fish. She enjoys traveling the world and saying “Yes” when others say “No”.

Kathleen serves as a motivational speaker and business coach working with busy leaders to help them realign their purpose with their work. She has been exploring the concept of Burnout Pyramid involving identifying how leaders can be successful in balancing family, business, community and self-care – a concept she has coined as Leading at the Peak®.

Kathleen has an extensive background in strategic marketing. She founded her first business, Measured Intentions, while six months pregnant with her first child. She grew that business for 10 years before selling it to her partner to focus on inspiring others to be happy.

In addition, Kathleen and her husband own three Farrell’s eXtreme Bodyshaping locations and wholly own two martial arts locations.

Kathleen holds a Certified Public Accountant’s License that she earned early in her career. Knowing she wanted to be a business owner, she spent a few years learning how businesses run while serving as an auditor at KPMG.

Kathleen is a member of Iowa Association of Business and Industry’s Leadership Iowa 2016-2017 class and chaired the January 2018 Leadership Iowa session. She served on the Iowa Association of Business and Industry Advisory Council from 2013-2017, has served on the American Advertising Federation District 9 board since 2008, served as a Governor on the National American Advertising Federation Board in 2012 and 2013 and served on the American Advertising Federation of Des Moines Board from 2006-2014. Kathleen has received honors of Rookie of the Year, Ad Pro of the Year, President of the Year and Silver Medalist all from the American Advertising Federation.

Kathleen is serving her second term on the Endow Urbandale Community Foundation Board and is an active volunteer at St. Francis of Assisi Church and School. Kathleen co-chaired the “Kids in Biz” entrepreneurial fair in April 2018. She co-chaired the “Blue Ribbon Campaign” in 2016 when two police officers were killed in her hometown of Urbandale.

Most of all, Kathleen and her husband are on a mission to help people live like there’s no tomorrow. From their current diagnosis and treatment of her husband’s cancer to almost losing their youngest son to her husband’s near-death experience and her father’s cancer diagnosis when she was only 10, Kathleen is well aware that life is short and is sharing her vision to live like there is no tomorrow with the world.