

BOBBY HERRERA

Bobby Herrera is the author of *The Gift of Struggle*, a book about leadership and the life-changing lessons we learn through our struggles. He is also the co-founder and president of Populus Group. With a passion for building strong culture and communities through trust and storytelling, his leadership style is about empowerment, connections, and ensuring everyone has the opportunity to succeed.

Bobby grew up in a big family with parents who immigrated to America without much. While this is not an uncommon story, the leadership style and company culture that it inspired is. The belief that everyone deserves the opportunity to succeed is at the core of Bobby's philosophy in business and in life.

Everyone has struggles and business leaders are no exception. Bobby's passion is helping others understand how their individual struggles can help them connect with their communities and inspire others. It is what will ultimately transform their leadership style.

Bobby is a proud Army veteran and currently lives in Portland, Oregon.

