

Rob Herndon

PRESIDENT

The Entrepreneurial Learning Initiative



ABOUT ROB

As President, Rob Herndon is responsible for strategic planning, client engagement, new product development, thought leadership, and training. Rob's significant experience in leadership positions as an Air Force officer and in education at the university, community college, and high school levels brings a diversity of perspective to ELI's audience. Rob recognizes the importance of education in lifting all members of society and finds power in the entrepreneurial mindset to change people's lives for the better.

With a B.S. in Astronautical Engineering and a M.S. in Systems Management, Rob's previous roles within education are many and include leading the Air Force ROTC detachment at Utah State University where he taught the senior-level classes on leadership and national security. He also served as the Deputy Commander of the 34 Air Force ROTC detachments in the northwest region of the United States. Through multiple years of intense training he was deeply rooted in experiential learning philosophy, and over six years as an Air Force instructor pilot he provided hands on training for dozens of fellow pilots. Additionally, Rob had the honor of teaching high school math to some extraordinary students in York County, Virginia.

Prior to joining ELI, Rob served as the Associate Dean of Business and Technology at Pikes Peak Community College where he participated in the implementation of the Ice House Entrepreneurship Program as a student success course as well as worked with faculty to build out entrepreneurship programming in the Business Division.

Rob has volunteered time as a youth soccer and baseball coach and currently serves as the President of Lemon-Aide's Friends, a 501c3 non-profit organization dedicated to assisting cancer patients in need. In Rob's free time, he loves participating in all types of outdoor activities. He also enjoys traveling and spending time with his wife Jen, who is a high school science teacher, and their three children.

THE ENTREPRENEURIAL LEARNING INITIATIVE (ELI)

The Entrepreneurial Learning Initiative (ELI) is a global thought leader dedicated to expanding human potential through entrepreneurial mindset education. ELI serves academic institutions, government agencies, profit and non-profit organizations around the world to empower their constituents with an entrepreneurial mindset through professional development training, facilitator certification, and curriculum content. ELI is the creator of the Ice House Entrepreneurship Programs. To learn more about ELI and the Ice House Programs, please visit www.elimindset.com.

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