SPEAKER KIT

DR. ROBERT BUREN

BEHAVIOUR SCIENTIST & COACH



FOR STORY KEYNOTES: KEEPS THE SURPRISE

TEASER BIO ABOUT 50 WORDS

Dr. Robert Buren is a behaviour change scientist, keynote speaker and coach. With more than 30 years in business and tech behind him, one Sunday morning set him on a path he never planned, and toward some exceptional accomplishments. He's excited to share that story with you, and the science of how people find the resilience to do challenging things.

FOR PROGRAMS AND EVENT APPS

SHORT BIO ABOUT 50 WORDS

Dr. Robert Buren is a behaviour change scientist, keynote speaker and coach. After breaking his back in a mountain bike accident at 37, he became Canada's first paraplegic Ironman and placed second in the handcycle division at the IRONMAN World Championship. With a PhD in Kinesiology, he helps people find the resilience they already have and use it to do challenging things.

FOR EVENT WEBSITES AND PROMOTION

MEDIUM BIO ABOUT 150 WORDS

Dr. Robert Buren is a behaviour change scientist, keynote speaker and coach, and Canada's first paraplegic Ironman.

Robert has more than 30 years in business and tech: management consulting, tech start-ups, co-founding SecTor (Canada's largest IT security conference) and a role at Microsoft Canada. In 2008, a mountain bike accident left him paraplegic at 37. He set big goals and found ways to accomplish them. In 2013 he became the first Canadian with paraplegia to finish a full Ironman, and in 2016 he placed second in the handcycle division at the IRONMAN World Championship in Kona, Hawaii.

He then earned a PhD in Kinesiology at UBC Okanagan, focused on spinal cord injury, pain and behaviour change, to understand how he'd done it all and how he could help others.

Today Robert gives audiences the science and the tools to start changing behaviours the same day. He is also the author of several peer-reviewed research articles and his autobiography, *What's Next* (2021).

FOR PRINTED PROGRAMS AND MEDIA

LONG BIO ABOUT 400 WORDS

Dr. Robert Buren is a behaviour change scientist, keynote speaker and coach, and Canada's first paraplegic Ironman.

Born and raised in London, Ontario, Robert earned an Honours BA in Sociology at King's University College at Western and an MA in Sociology at the University of Victoria. His career began in business development and consulting at the Juran Institute, then moved through internet start-ups during the dot-com years. He helped grow CMS Consulting, a Microsoft Gold Partner, from 5 to 25 employees, co-founded SecTor, which became Canada's largest IT security conference, and joined Microsoft Canada.

In the fall of 2008, a Sunday morning mountain bike ride changed everything. At 37, Robert was paraplegic, with no feeling or movement in his lower body, and a life to rebuild.

He set big goals and found ways to accomplish them, including going back to work and competing in para sports internationally. In 2013 he became the first Canadian with paraplegia to complete a full 226 km Ironman triathlon. In 2016 he placed second in the handcycle division at the IRONMAN World Championship in Kona, Hawaii. In 2021 he published his autobiography, *What's Next*, about the accident, the road back and what he learned along the way.

In 2022 Robert began a PhD in Kinesiology at the University of British Columbia Okanagan, as a member of the SCI Action Canada Lab and ICORD. His research focused on spinal cord injury, pain and behaviour change, and he completed his doctorate in 2026, publishing several peer-reviewed research articles along the way. He wanted to understand how he'd done it all, and how he could help others do the same. In May 2026 he gave the keynote at the Canadian Spinal Cord Injury Conference in Kelowna.

Robert has given more than 100 talks, from schools and non-profits to corporate conferences and TEDx. Today his keynotes, workshops and coaching combine a powerful story with behaviour change science: a logic model for change and nearly 100 proven behaviour change techniques. Audiences leave with a new perspective on their own challenges and the tools to start changing behaviours the same day.

Outside his speaking work, Robert mentors start-up founders on positioning, messaging and strategy. He still loves going fast, on a handcycle or an adaptive mountain bike.

INTRODUCING ROBERT

LESS IS MORE. When the talk is Robert's story, the story is the talk. Please keep the introduction short, and let Robert tell it.

STORY KEYNOTE

ABOUT 10 SECONDS

"We're really excited to have Dr. Robert Buren here to speak with us today. I'll let him take it from here."

Robert's preferred introduction. Please don't share the accident or the Ironman ahead of time: he'll tell it.

BEHAVIOUR CHANGE KEYNOTE

ABOUT 20 SECONDS

"Our next speaker has more than 30 years in business and tech, became Canada's first paraplegic Ironman, and then earned a PhD to understand how people actually change what they do. Please welcome Dr. Robert Buren."

WORKSHOP

ABOUT 20 SECONDS

"Today's session is led by Dr. Robert Buren, a behaviour change scientist and coach. He'll take us through his six-step process: from an honest assessment and a clear goal, to the behaviours that get us there and the tools to stick with them. Robert, over to you."

CLINICIANS AND RESEARCHERS

ABOUT 30 SECONDS

"Robert holds a PhD in Kinesiology from UBC Okanagan, where his research focused on spinal cord injury, pain and behaviour change. He also lives with spinal cord injury and neuropathic pain himself, and that lived experience shapes both his research and his work with clinicians. Please welcome Dr. Robert Buren."

TALKS

FOUR TALKS, TAILORED TO YOUR AUDIENCE

- **BEYOND GROWTH MINDSET**
  KEYNOTE 45-75 MIN · VIRTUAL 45-60 MIN · WORKSHOP
- **RETHINK WHAT'S POSSIBLE**
  KEYNOTE 40-60 MIN · FIRESIDE CHAT 20-35 MIN · VIRTUAL 45-60 MIN
- **THE THRESHOLD METHOD**
  KEYNOTE 45-75 MIN · VIRTUAL 45-60 MIN · WORKSHOP
- **WE CAN REDUCE CHRONIC PAIN**
  KEYNOTE 45-75 MIN · CLINICIAN WORKSHOP · VIRTUAL

FOR YOUR AV TEAM

STAGE ACCESS AND AV

- Ideally a stage or raised platform with a ramp, so the whole room can see Robert in his wheelchair. He can speak from the floor if needed.
- An HDMI connection for Robert's own laptop (16:9 slides; he brings a backup).
- A wireless headset or lapel microphone, so his hands stay free.
- An accessible route and parking from the door to the stage.
- A confidence monitor at floor level (if possible).

BOOK ROBERT

Request a 20-minute intro call: no cost, no commitment. Robert replies personally.

CONTACT

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PHOTOS

Nine high-resolution photos, ready to use: **buren.ca/speaking**