

# BOB EGAN • BIO

## **Bob brings an unparalleled breadth and depth of lived experience to his keynote speaking.**

Bob is best-known as a Hall of Fame musician with countless industry awards and gold/platinum records to his credit, including the Canadian Governor Generals Lifetime Achievement award.

### **But that is only part of the story...**

His expertise in organizational culture began with a Masters degree in Industrial Organizational Psychology, and a subsequent career as a management consultant. Rising to the level of Vice President, he excelled in attitude research, creating comprehensive assessments that helped organizations navigate through periods of change.

Embarking on his own period of change, Bob left consulting to build Bob's Guitar Service, a business aligned with his passion for music and entrepreneurship. With its "employee-first" culture of engagement, his company transformed the sector to become North America's largest volume guitar repair facility. An opportunity from an industry leader to partner and franchise nationally soon followed.

As fate would have it, he received a competing offer to join the emerging country rock band Wilco. He refused that offer until a heart-to-heart conversation with Johnny Cash led Bob to step on Wilco's tour bus to embrace the adventure of life on the road. He walked away from the opportunity for fortune at age 38 to live his childhood dream as a professional musician.

But Bob did not abandon his interest in organizational culture. On his inaugural tour, and every subsequent tour, he kept a journal chronicling anecdotes under headings like "what business can learn from musicians." His band experience deepened his understanding of the dynamics of leadership and employee engagement. It also planted the seeds for Bob's career in public speaking.

After Wilco, Bob spent 17 years performing "the greatest job ever" with Canada's iconic band Blue Rodeo, touring the world and collecting once-in-a-lifetime experiences. But after 2 decades on the road, the call to serve his community and flex his business muscles again became too loud to ignore.

Bob pivoted to public service as a municipal employee. For 8 years he created public and private engagement to support programming in music and film for underserved youth. This highly fulfilling work served as a transition for Bob's current chapter as a keynote speaker.

### **What does this breadth and depth of lived experience mean for your keynote speech?**

**Stories that resonate. Takeaways that are sticky. A delivery that is infectious and impactful.**

Keynote Speaker

**Bob Egan**

Hall of Fame Musician



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