

REENA VOKOUN



A TEDx speaker, bestselling and award-winning author, certified wellness expert and media personality, Reena is on a mission to help high-achieving women and organizations unlock peak performance through holistic well-being. With certifications in health coaching, fitness, yoga, nutrition, behavior change and strengths-based coaching from ACE, AFAA and Gallup, Reena blends science-backed strategies with real-life practicality.

Her professional roots run deep with over two decades of experience leading digital marketing and business development teams at companies like Google, Yahoo, Reebok, CNET, GE and Grokker. But it was her passion for empowering women—especially working moms—that led her to launch **Passion Fit**, a wellness platform dedicated to transforming burnout into balance.

Through corporate wellness programs, coaching, classes, events, products, content and speaking, Reena and Passion Fit provide holistic tools for fitness, mindfulness, productivity, nutrition and work-life harmony. She has spoken for global companies like Microsoft, Amazon and Google, appears as a TV health contributor on FOX, NBC, ABC, and CBS, and is the host of her own podcast, Your Power Move™ by Passion Fit.

Reena was named one of LA Weekly's **Top 10 Health and Fitness Leaders of 2023**, was a Top 10 finalist in the Ms. Health and Fitness 2024 competition, and is a former **ESPN National Fitness Championships** award winner. She serves on the Entrepreneurship Advisory Alumni Board for the University of Wisconsin-Madison, the Women's Leadership Alumni Council at Boston University, and the Health and Wellness Advisory Board for TOKK™ by Pred Technologies. She was also a Women in Management Facilitator for Stanford University.



HIGHLIGHTS

- **20+ years** in digital media, marketing and business development
- **BBA in marketing and management** from the University of Wisconsin-Madison
- **MS in advertising and communications** from Boston University
- **2x bestselling author** with 6 major book awards
- **TEDx speaker** on "Why Wellness is the Secret to Personal and Professional Success"
- **TV health contributor** for FOX 5 San Diego's The LOCAList SD lifestyle TV show
- **Top 10 Finalist**, Ms. Health and Fitness
- **Podcast Host** of Your Power Move™ by Passion Fit
- **Top 10 Health and Fitness Leader**, LA Weekly
- **Certified** in health coaching, fitness, yoga, mindfulness, nutrition, behavior change and employee wellbeing
- **Founder and CEO** of Passion Fit

DIGITAL REACH & IMPACT

~710K+

YouTube Views

~5.5K+

YouTube Subscribers

~3.9K+

Facebook Followers

~2.8K+

LinkedIn Followers

~2K+

Instagram Followers

Reena's digital presence reflects her powerful influence in the wellness, leadership and women's empowerment space. But it's not just about visibility—her audience is highly engaged, consistently resonating with her message, implementing her strategies and transforming their lives through holistic wellness. From viral keynote clips to high-performing wellness content, Reena's impact extends far beyond the screen—she's building a movement of energized, empowered women and teams, ready to make wellness their power move.

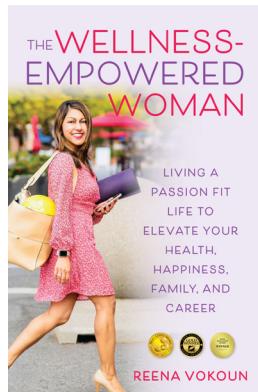
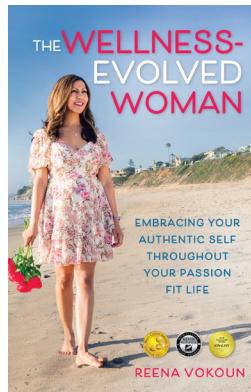


PODCAST GUEST AND HOST

As a frequent guest on top wellness, leadership and women-focused podcasts, Reena is highly sought after for her expert insights and approachable style. Her ability to break down complex wellness strategies into real, actionable takeaways makes her a standout voice for audiences—from busy professionals to corporate leaders striving for balance and high performance. She has also launched her own podcast, Your Power Move™ by Passion Fit, to continue to educate and inspire others through her own audio and video platform.

BOOK

Reena's books, *The Wellness-Evolved Woman*™ and *The Wellness-Evolved Woman*™, have both become Amazon Best-Sellers and have both earned top honors from the Mom's Choice Awards, Nonfiction Authors Association and Book Excellence Awards. Her books help women rise, evolve and thrive on their wellness journeys and beyond.



MEDIA FEATURES



Reena Vokoun - Speaking Reel



Fox 5 San Diego's The LOCAList SD
National Nutrition Month



Fox 5 San Diego's The LOCAList SD
The Wellness-Evolved Woman



NBC California Live
Four Wellness Tips To Add To Your Routine



NBC California Live
Five Exercises You Can Do Anywhere



ABC KATU
The Four Key Pillars of Health and
Wellness



Fox KTVU
Negative Impacts of Technology on Health

THOUGHT LEADER

500+ AUDIENCE ATTENDANCE

With a vibrant, relatable voice and a passion for performance through wellness, Reena Vokoun empowers high-achieving women and global teams to turn burnout into balance. As a TEDx and keynote speaker, bestselling author, and former Google leader, she simplifies complex wellness and leadership strategies into practical, high-impact talks that move people to action. Whether on stage, on screen or on the page, Reena inspires individuals and organizations to make wellness their power move.

Currently touring major corporations and conferences while developing her next book in her women's wellness book series.