

ROBIN ARZÓN

MEDIA KIT





ROBIN ARZÓN

2x NYT BESTSELLING AUTHOR

of *Shut Up And Run* and *Strong Mama*, Robin discovered her passion for athletics after healing from a traumatic experience through movement.

She fearlessly left behind a successful law career to embark on new adventures in the health and wellness space, and has since reinvented herself into an avid ultra-marathon runner and global fitness leader. As Vice President of Fitness Programming and Head Instructor at Peloton, she believes that transforms lives, and her story is living proof.

To date, Robin has run 27 marathons and several ultra-marathons, including five marathons in five days in support of MS research. Her life's mission is to redefine, reform, and rethink possibility through movement.

In her MasterClass on Mental Strength, Robin teaches members how to turn their inner critic into their inner advocate, by providing them with the critical tools for leveling up to the next area of their life.

Robin's unapologetic and inspirational ethos has led her to become a highly sought-after keynote speaker for Fortune 500 company events, including Google, Facebook, and Verizon.

Her powerful influence and undeniable swagger transcend the fitness space, with major brand partnerships and collaborations at the intersection of wellness, lifestyle, and fashion.

Robin's first children's book, *Strong Mama* teaches kids that self-care is not selfish, and movement is medicine. Her second children's book, *Strong Baby*, will be published in 2023.

In 2020, Robin was named one of the most influential people on Fortune Magazine's 40 Under 40 list. In 2021, she became the first-ever recipient of Glamour Magazine's "Daring to Disrupt" Award.

Most recently, Robin founded *Swagger Society*, the first ever lifestyle membership club in web3, launching in 2023.

Robin graduated magna cum laude from New York University and Villanova University School of Law. She is a RRCA certified running coach, NASM certified personal trainer, Schwinn spin instructor, certified Pilates instructor and Pre/Post Natal training specialist.

83% WOMEN 17% MEN 29% 25-34 42% 35-44

INSTAGRAM STATS

1M FOLLOWERS

- + AVERAGE LIKES PER POST / 31,568
- + AVERAGE COMMENTS PER POST / 452
- + ENGAGEMENT RATE / 3.9%

TOP CITIES

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- LOS ANGELES
- CHICAGO
- LONDON
- PHILADELPHIA

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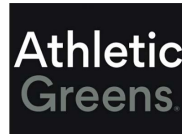
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- BRAND AND PRODUCT SPONSORSHIPS
- KEYNOTE OR PANEL SPEAKER
- BRAND COLLABORATIONS
- CHARITY PARTNERSHIPS
- BRAND PARTNERSHIPS
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- BRANDED CONTENT
- HOST & EMCEE



BRAND PARTNERS

PAST & PRESENT



SHUT UP AND RUN

*"INCLUSIVE, HIGHLY
RELATABLE, AND
DOWNRIGHT FUN, IT'S THE
RUNNING PRIMER WE'VE
ALL BEEN WAITING FOR."*

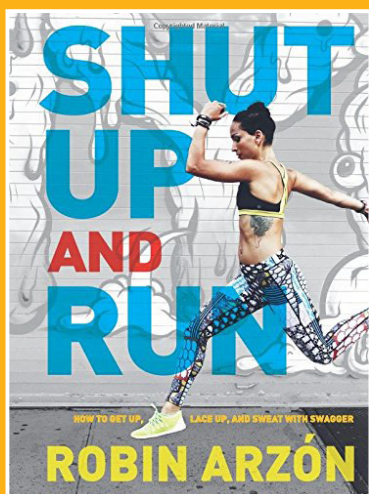
– RICH ROLL

BESTSELLING AUTHOR OF FINDING ULTRA

*"THROUGH ROBIN'S
UNIQUE PERSPECTIVE,
SHE WILL MOTIVATE
YOU TO FIND THE TIME
FOR YOURSELF AND TO
PUT AWAY ANY EXCUSES
HOLDING YOU BACK."*

– KARA GOUCHER

AMERICAN LONG-DISTANCE RUNNER &
OLYMPIC MEDAL WINNER



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