

## Jason Reid

As a serial entrepreneur, Jason Reid has spent the last three decades setting and achieving bold goals. But when he lost his teenage son Ryan to suicide in 2018, Jason suddenly found himself facing the most critical mission of his life: reaching every single parent about the conversations they should be having with their kids. This urgent goal is the driving force behind ChooseLife.org—Jason’s nonprofit devoted to ending teen suicide by 2030.

As founder of ChooseLife.org, Jason is a leading youth mental health advocate. But he’s also a father who lost his kid and spent months trying to figure out why. On his quest for answers, he interviewed community leaders, doctors, mental health experts, parents and children impacted by teen suicide. These insights shaped Jason’s practical approach to prevention—owning our kids’ mental health—and became the foundation for his documentary film, “Tell My Story.” ChooseLife.org’s first major project, the film has inspired countless conversations between parents and their kids since its early 2021 release. Whether through his documentary, TedX talks or Goalcast video, Jason is determined to reach every parent across the nation with ChooseLife.org’s critical mission.

Equal parts nonprofit leader and corporate executive, Jason has built his career on doing good business and helping good people. As the Co-Founder and Co-CEO of National Services Group, he oversees three thriving construction brands with more than 2,500 employees during peak season. As a partner at CEO Coaching International, he coaches more than a dozen executives from around the world—a role that combines his passions for business and helping others. Jason is also a partner at the Mohr Sports Group, The Vocal Gym, The Easy Companies and numerous other firms. No matter the role or sector, he takes a straightforward, practical approach to achieving bold goals.

A family man above all else, Jason has been married to his wife, Kim, for nearly three decades. Together, they have four children: Derek, Ashlyn, Kyle and Ryan. When not spending time with his family or leading organizations, Jason lends his entrepreneur mindset to numerous passion projects. He’s a partner at Oak Hollow Studios, where he creates documentary films and music videos, and is the author of eight books. He’s also a passionate singer-songwriter, a black belt in Taekwondo, a budding screenwriter and an Ironman Triathlete who continues to train despite finishing last each time.

When asked how he makes time for all his personal, professional and philanthropic projects, Jason has no trouble finding the common thread: He surrounds himself with talented people who let him focus on his highest and best use.