

James Lawrence "The Iron Cowboy";

Ultra Endurance World Champion, Mindset & Mental Toughness Expert

Known as The Iron Cowboy for the signature cowboy hat he wears while running races so his five kids can see him coming from far away, James Lawrence is an ultra-endurance athlete who has pushed himself beyond what many doctors previously believed to be physiologically possible. In so doing, he has redefined both mental toughness and physical endurance.

Originally a high school wrestler, James spent a decade in the mortgage and finance business before losing it all in the financial crisis of 2008. At rock bottom, his career as the greatest endurance athlete on the planet started quite humbly, struggling to complete a local 4-mile fun run with his wife, Sunny. Inspired by that experience, on that day he learned a lesson that has served him well ever since.

“I learned quickly that everyone’s ‘hard’ is different. Back then, four miles was really difficult for me. I learned that one of the most important things in life is to just show up.” James Lawrence

Today, James is one of the most dynamic, inspiring, larger-than-life keynote speakers in the world, having shared his astonishing story in 50 different countries across the globe reaching millions of people. He is a best-selling author and the subject of a critically acclaimed feature film. He continues to redefine the impossible in his own life, while teaching audiences around the world to do the same in their own lives.