Mike Brcic - Biography

Photos

<https://drive.google.com/open?id=1qHdf32_ieZqqfkCUq-ITVYF1C5TVssco>

CONCISE BIO (92 words)

Community-builder and serial entrepreneur by nature, Mike Brcic is passionate about helping entrepreneurs live inspired, more connected lives. Via his events and adventure retreats around the world with [Wayfinders](https://way-finders.com/), Mike helps entrepreneurs find the tribe and the support they need to achieve great things and personal fulfilment.

He is a passionate speaker on many topics related to entrepreneurship, community building, and mental health. Via his [[ALIGNED] blog series](https://way-finders.com/wayfinding/aligned/toc), he shares tips and resources to help entrepreneurs find more alignment in their lives.

For more information and to connect with Mike, visit [way-finders.com.](https://way-finders.com/)

EXPANDED BIO (317 words)

* Former Chief Happiness Officer/Founder, Sacred Rides
* Founder, Sacred Rides Getaways
* Dean of Social Enterprise, Centre for Social Innovation
* Entrepreneur-in-Residence, Toronto Public Library
* Founder, Project Wildfire
* Founder, The Social Entrepreneur
* Co-Founder & Board Chair, Bikes Without Borders
* Founder, Wayfinders
* Consultant and advisor, adventure travel + social enterprise

In 1996, at the ripe age of 24 and following graduation from the University of Toronto, Mike left the imminent shackles of corporate life and headed west to the mountains of British Columbia. Within 6 months he’d founded Sacred Rides (now ranked *“#1 Mountain Bike Tour Operator on Earth*” by National Geographic Adventure), beginning a lifetime of entrepreneurial ventures. In 2019, he sold the company to focus on other projects.

In 2009, Mike and his wife co-founded Bikes Without Borders, an international charity dedicated to using bikes as a tool for development in marginalized communities around the world. The organization has run projects in Malawi, Zimbabwe and Toronto, focusing on mobility-related issues.

After founding social enterprise incubator Project Wildfire in 2010, Mike served a 2-year stint as Dean of Social Enterprise at the world-renowned Centre for Social Innovation in Toronto, where he oversaw acceleration strategies and programs for the Centre’s members.

In 2015, he was honoured to serve as the Toronto Public Library’s Entrepreneur-in-Residence, developing entrepreneurship programs and training for North America’s largest public library system.

His latest project, Wayfinders (https://way-finders.com), brings together two of his greatest loves - adventure and connecting entrepreneurs – to create unique and immersive experiences in some of the most spectacular places on Earth.

Via his many ventures, Mike has pretty much done it all (including Chilean desert rescues and near-death experiences in Greenland) but his domains of expertise are in immersive experience design, facilitation, community-building, and helping entrepreneurs achieve clarity in their lives and companies.

An avid whitewater canoeist, guitar player, and writer, Mike currently resides in downtown Toronto with his wife and 3 young children.