
Gregory Florez



Gregory Florez is the founder and CEO of V2 Performance, a premier vitality education and performance coaching firm for leaders. Through keynote speaking engagements, customized workshops/seminars, and one-on-one vitality coaching, Florez and his team have improved the health and wellbeing, work capacity and breakthrough performance of thousands of leaders around the world.

Florez is a highly sought-after expert on vitality education, serving as a business performance consultant, personalized coach and/or leadership program speaker for CEOs, executives and employees at every level of small to Fortune 500 businesses, as well as on behalf of professional, health and fitness associations.

Industry-leading clients and/or audiences include, American Bankers Association, American Council on Exercise (ACE), American Express, Avaya, Clear Channel, ConAgra Foods, DuPont, IDEA, Inc., Korn/Ferry International, Nautilus, Oprah Winfrey, PBS and United Health Group.

Through a high-level of personal connection, industry credibility and invaluable content, Florez enables leaders and organizations to consistently enhance productivity, improve team satisfaction and foster cultures destined for greatness. In addition to sharing insights, tools and techniques that drive professional development and business results, he is regularly featured as a writer and expert in publications and other media, such as, Business Week, Good Housekeeping, Men's Health, msnbc.com, O Magazine, Smart Money Magazine and The Wall Street Journal.

Florez has more than 25 years of experience in business management, fitness, training, professional speaking and intersecting business with health and vitality for breakthrough performance and results. Prior to creating V2 Performance, Florez was in management for United Airlines and was a former Nike and college athlete.

In addition to being an industry visionary, Florez is an official spokesperson for the American Council on Exercise. He has also served on the board of IDEA. He is certified through The American College of Sports Medicine and studied political science and English at the University of Utah.