



## JC Pohl - Biography

JC Pohl is a producer and speaker who has reached over 9 million lives with his message of school culture and student empowerment. Along with his work at TEEN TRUTH and RISING UP, he has produced award-winning content for companies such as Warner Brothers, ESPN, and Disney, as well as created innovative educational content for The American Film Institute and Human Relations Media.



As President & CEO his work with TEEN TRUTH has led to travels around the world inspiring students, educators, and parents to be the difference and tell their truths. During his career, Pohl has been featured on various news programs, radio shows, and received front-page coverage on Yahoo! Sports and USA Today. He has personally reached students in over 1,000 schools and keynoted conferences for CADA, TASC, BOOST, NASC, NAWD, LEAD, OASC, NCSA, COSA, DECA, OSTI-CON, Texas School Safety Center, AMLE, GAEL, and the PTA. Additionally, he has consulted for brands such as Six Flags, Lifetouch, Union Pacific, Special Olympics Texas, The Miami Dolphins, The Baltimore Ravens, and SHRM Chapters in Maine, New England, and Texas.

As a compliment to his work with TEEN TRUTH he has also developed RISING UP, a peer-to-peer program designed to teach students how to build resiliency in the face of adversity. Launched in 2013, Pohl's RISING UP: Coaching Program has been heralded as an SEL curriculum that prevents suicide and stops bullying. Created to help school counselors extend guidance across campus, the curriculum has been utilized by Communities in Schools, the Texas Department of State Health Services, 21st Century ACE Centers, and school districts across the country.

Pohl is a Licensed Marriage and Family Therapist, holds a Master's Degree in Professional Counseling from Texas State University, San Marcos, and a Bachelor's Degree in Business and Marketing from Santa Clara University. Additionally, he has sat on the board of the Austin Association of Marriage and Family Therapists and manages a small private practice for select counseling clients. You can find him on Facebook and LinkedIn or connect directly at [www.jcpohl.com](http://www.jcpohl.com).

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