

Justin Luke Riley

Justin Luke Riley Justin Luke Riley is no stranger to overcoming adversity and creating value. From addiction and homelessness to creating generational wealth as a serial entrepreneur-turned-investor, he's now helping others create and inspire hope. JLR has led the generation of 100s of millions of dollars in growth for both nonprofits and for-profits, and has co-founded or advised 25+ companies. When he's not scaling companies, you can find him surrounded by his beautiful wife Rachel and three kids, supporting peers in addiction recovery, or engaged in his notorious snacking. JLR has an Executive MBA from the University of Colorado and he and his family reside in Castle Pines, Colorado.