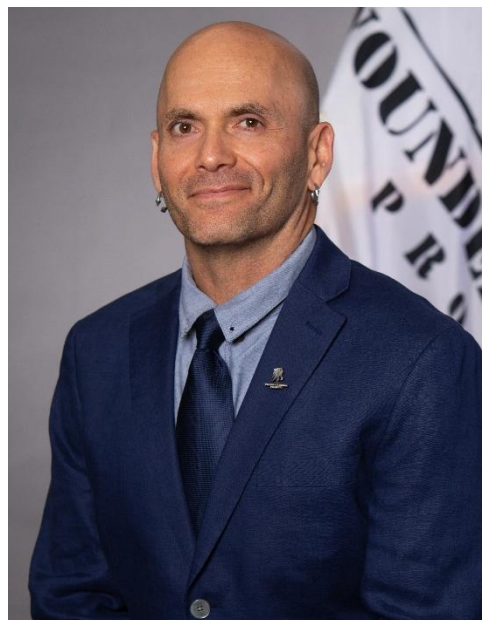


## JAMES HERRERA

### Physical Health & Wellness Vice President

James Herrera transforms lives through movement. As Vice President of Physical Health and Wellness for Wounded Warrior Project® (WWP), he leads with the belief that physical activity is not just exercise — it's medicine for the mind, body, and spirit.

As a professional coach and an exercise physiologist, James drives WWP's Soldier Ride®, adaptive sports, and comprehensive wellness programs. Every initiative he champions connects warriors with transformative training, life-changing skills, and empowering techniques that reduce stress, combat depression, and ignite a passion for active, healthy living. This is a critical pathway to healing.



James brings Olympic-level excellence to his work. His coaching experience led him to serve as the national team coach for USA Cycling BMX, earning recognition as the U.S. Olympic Committee's Coach of the Year for cycling in 2011. He then guided athletes on the world's biggest sporting stage at the 2012 Olympic Games in London, proving that peak performance and purposeful leadership go hand in hand. James is also an international presenter and worked as an adjunct faculty member with the Center for Creative Leadership for over a decade. He has enjoyed training numerous world-class athletes and executives for high performance and leadership around the globe.

James holds undergraduate and graduate degrees from the University of Texas at El Paso, where he also served as an instructor in the departments of Exercise Science and Professional and Continuing Education. James leads an active lifestyle and is a huge outdoor enthusiast. He's a skydive instructor who loves to run in the mountains with his dogs and play outside every chance he gets.

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### About Wounded Warrior Project

*Wounded Warrior Project is our nation's leading veteran services organization, focused on the total well-being of post-9/11 wounded, ill, or injured veterans. Our programs, advocacy, and awareness efforts help warriors thrive, provide essential lifelines to families and caregivers, and prevent veteran suicides. [Learn more about Wounded Warrior Project.](#)*