

Jena Brown

RD, CSSD, ISAK-1
SPORTS DIETITIAN + SPOKESPERSON



FOUNDER OF

VICTOREM

PERFORMANCE NUTRITION



AS SEEN IN

Men'sHealth

BarBend

Bicycling

U.S. News & WORLD REPORT

EatingWell

Eat This, Not That!

Meet Jena Brown, RD, CSSD

Jena is a Texas-based sports dietitian & registered dietitian nutritionist with over 15 years of experience. She specializes in individualized nutrition & hydration for endurance athletes through an in-person & virtual private practice. Jena's nutrition philosophy leverages a functional approach to fueling & performance that is both purpose driven & non-restrictive. She bridges conventional performance nutrition & integrative sports nutrition perspectives that consider the endurance athlete's nutritional, hormonal, physical, mental, emotional & environmental health. She has worked with endurance athletes across the U.S. from beginner races to Ironman World Championship & ultra distances. As a wife, mom of four, and long-distance runner for over 20 years, she understands the wide range of challenges that come with fueling as an athlete, working as a professional & having a family. Jena works with brands to promote products & services that support endurance athlete health beyond performance.

JENA@VICTOREM.COM

VICTOREM.COM

979-213-7308

BRENHAM, TX

THE NUMBERS



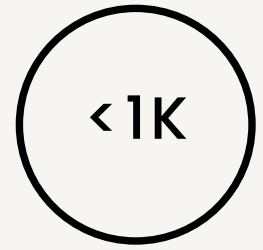
MEDIA
INTERVIEW
AUDIENCE



TOTAL SOCIAL
REACH



WEBSITE
IMPRESSIONS



NEWSLETTER
SUBSCRIBERS



<1K

@VICTOREMNUTRITION



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@JENABROWNRDCSSD



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ALL STATS AS OF OCTOBER 2024

SERVICES

Spokesperson

Talent at events, expos & trade shows

Quotes & tips in press releases

Broadcast, print, podcast & web interviews

Articles & blog posts

Social media engagement

Media & sports nutrition consulting

And more!

“Jena has been a critical part of my training regimen for cycling, trail, and ultra marathons. She custom built a nutrition fueling plan for each event after conducting sweat sodium testing and 1:1 sessions. I highly recommend Jena for all your sports nutrition needs.”

- Jon Lee

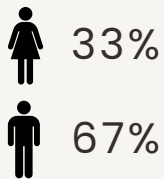
Brand Values + Mission

Our brand values are expertise, relationships, transparency & sustainability.

Our mission is to help endurance athletes define their victory with individualized nutrition & hydration to fuel beyond performance. We are passionate about partnering with businesses & brands who strive to support health + performance.

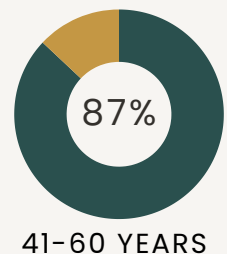


AUDIENCE



ANNUAL INCOME
\$200K+

68% US
4% Canada
3% UK



Our audience is goal-oriented leaders with a \$200K+ annual income, still have kids living at home & value expert advice. They desire to dial in nutrition to improve race time & body composition for health + longevity.

Products that we are looking to promote: food, drinks, products & fueling options that are free from toxic chemicals for functional health + sustainable living.

“Jena helped me get a nutrition plan together for a long distance mountain bike race. I appreciated her taking into account the unique aspects of the race when tailoring the plan. I had all my questions answered and felt more than prepared with my nutrition coming into the race.”

- Tyler Hohlt