

# Jena Brown

RD, CSSD, ISAK-1  
INTEGRATIVE SPORTS DIETITIAN



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 17 years of experience helping endurance athletes fuel for peak performance and long-term health. Through her in-person and virtual private practice, Victorem Performance Nutrition, she delivers personalized nutrition and hydration strategies for runners, triathletes, and high-performing professionals. Her philosophy bridges conventional sports nutrition with functional and integrative approaches—addressing the athlete's nutritional, hormonal, physical, and mental health to optimize performance and recovery. Jena has supported athletes nationwide, from first-time racers to Ironman World Championship qualifiers. As a wife, mom of four, and long-distance runner for more than 20 years, she brings practical, real-life insight to her work. She collaborates with brands that align with her mission to help athletes fuel beyond the finish line™.

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BRENNHAM, TX

# THE NUMBERS



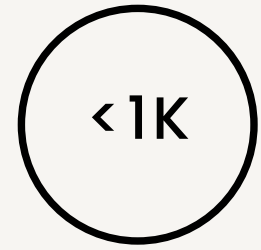
MEDIA  
INTERVIEW  
AUDIENCE



TOTAL SOCIAL  
REACH



WEBSITE  
IMPRESSIONS



NEWSLETTER  
SUBSCRIBERS



<1K

@VICTOREMNUTRITION



<1K

@VICTOREMNUTRITION



<1K

@JENABROWNRDCSSD



<1K

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ALL STATS AS OF OCTOBER 2025

# 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

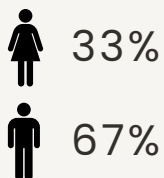
# Brand Values + Mission


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

Our mission is to help endurance athletes define their victory with personalized nutrition & hydration to fuel beyond the finish line™. We partner with brands and businesses that share our commitment to advancing athlete health and longevity.

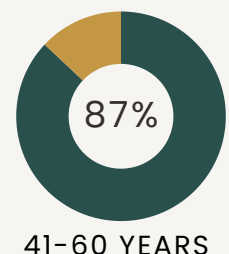


## AUDIENCE



ANNUAL INCOME  
\$200K+  


68% US  
4% Canada  
3% UK



Our audience is goal-oriented leaders with a \$200K+ annual income, who still have kids at home & value expert advice. They seek to optimize nutrition to improve race performance, recovery, and long-term health + longevity.

**Products we are looking to promote:** foods, drinks, & fueling products made with clean, high-quality ingredients that support functional health, performance, and 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