RICHIE WHO?

Richie Crowley is the seed that grew RICKiRICKi, a Creative Project Management Agency, the host of Off The Rocks and The Rough Draft, and the focus of the RickieTicklez brand. He is a thoroughbred shaper, a curious, non-conforming, independent thinker. His past and current projects are populated with the individuals and brands that are driving the movements of global culture, from dance music to tattoo, meditation to sober curiosity, and a new masculinity.

To understand where the 28-year-old is today, we must understand where he has come from. An Ivy League-educated, former professional athlete, when his peers graduated, swapping caps and gowns for shirts and ties, Richie moved to Europe. He spent the next 3 years living in France (French National Champion) and Italy playing professional Ice Hockey, his final season as a member of the Italian National Team. This wasn't his first experience competing at an international level. Richie was the captain of the United States National Ice Hockey Under-18 Team for two seasons (2x IIHF Gold Medalist, 3x IIHF Silver Medalist) prior to attending Brown University (2x ECAC Finalist), where he graduated with a Bachelor's Degree in Economics and a Bachelor's Degree Political Science, focused on International and Comparative Politics.

At the end of his athletic career, in 2016, Richie began life as an independent Creative Projects Manager for himself and others at RICKiRICKi, encouraging clients to play in the arena for the bold. He has toured as a corporate speaker, published works of poetry and writing, and appeared as a guest on podcasts. He is a brand strategist, creative director, host, and idea generator, working with business executives, millennial brands, and Grammy-nominated recording artists. In the summer of 2019, Richie completed a self-supported 3,904-mile bicycle ride across the United States and in reflection of this adventure, he realized that the greatest personal tragedy is deferring a dream.

Today, Richie splits time between Boston, South Florida, and Los Angeles. But don't invite him out to dinner. Expect him to suggest an outdoor activity capped off with a home-cooked meal and a non-alcoholic beverage.

MEDIA

SXSW YouTube VegNews THE WALL STREET JOURNAL WSJ USA

PODCASTS

EatGreenMakeGreen Podcast: Episode 52 - Richard Crowley & Embracing The Journey

One Year No Beer Podcast: Episode 69 - Invest In Wellness With Richie Crowley

Build a Bigger Life: Episode 129 - Wild But Well Featuring Richie Crowley

Athlete on Fire: Episode 231 - Richie Crowley Rides Across America For Wellness

HOST

Off The Rocks: Each week on Off The Rocks, RickieTicklez tastes the leading non-alcoholic beverages, using humor to invite his peers into the category. He also reserves time to answer questions about alcohol-free living.

The Rough Draft a show for writers by writers, with a focus on the platform Medium. Each week, Richie welcomes top writers and editors from across Medium to talk writing, editing, marketing, branding, and life away from the keyboard.

PUBLICATIONS

The Startup — BUILD SOMETHING AWESOME.

elemental+ mindbodygreen Heated by Medium x Mark Bittman BetterMarketing

WRITING

Last Year I Drank Tequila
I am sober because the hangovers became too much. I am sober because I lost my confidence without alcohol. I am sober because I couldn't control my spending and a night out left me financially unwell and anxious. I am sober because drinking became dangerous to myself and others around me. I am sober because alcohol interfered with my dreams. **More**

The Category Best Positioned to Deliver the Next Beyond Meat
At 9:30 am on May 2nd, 2019 the opening bell of the New York Stock Exchange rang, and thing's got wild. Having been intimately involved with and by observing the non-alcoholic category, this is why I believe it has the opportunity to follow in Beyond Meat's footsteps. **More**

The Greatest Personal Tragedy Is That Of A Dream Deferred
There is safety in dreaming without action, it protects you by not inviting failure onto yourself. But without failure, there is no growth. The biggest advantage we can have over our dreams is our belief. **More**

I Did It On An Airplane
Twice actually. And, I've done it in a church. I've even done it in Sweetgreen: Meditation. **More**

I Killed Her Houseplants
Death. Shriveled brown leaves scattered the stone surface they sat on, and populated the celery green stems of each plant. This was bad. **More**

794 Days of Water: A Sobriety Story
A three part exploration of a two year adventure with sobriety beginning with an intimate reflection, admissions, apologies, science, data, and resources. **Part 1** **Part 2** **Part 3**

NEWSLETTER

The difference between Seth Godin, The Morning Brew, and me? I respect your inbox, curating only one newsletter per month...

Subscribers: 1106

Explore Writing Library

HEAR

Do you like pancakes? Was the question I asked a room of 130 people on my first day of employment. The exercise was designed to have each new "moose", as the company called us, introduce themselves with an endearing story. All of a sudden, the 11th floor was quiet, "Was the new guy about to bring in pancakes for the whole company?" I wasn't, but I had their attention.

27, Sober and Living In My Parents Basement

At the age of 27, I found myself in tears in my parent's basement. As peers reached life milestones, I felt stagnant and made the mistake of comparing myself to them. In the personal work that followed, I learned to own asking for help and embrace discouraging days. Oh, and I made the unpopular decision to go sober. The days that came next were uncomfortable but necessary, and as I reflect I am proud of myself for making decisions that became catalysts for my evolution into a person who lives wild but well.

Supported By: **Last Year I Drank Tequila, Rock Bottom & The Taboo Of Discussing Failure**
794 Days of Water, Using Science & Data To Satisfy The Rise In Sober Curiosity

The Tragedy Of A Dream Deferred

For years, I shared my dreams with my friends but failed to act. Until one day, they told me I was exhausting them and myself with such large conversations about actions I'd never take. I needed to hear that. In this conversation, I discuss how obstacles expose dreams, that the magnitude of a dream doesn't correlate to its importance, and that the biggest advantage we have over our dreams is our belief, while outlining the steps I took in becoming my own champion.

Supported By: **The Tragedy Of A Dream Deferred, I Am My Own Champion**

Is Macklemore The Role Model We Need This Year?

Dissecting the Grammy Award Winner's 81 song catalog to better understand American attitudes. A conversation that confronts race, appropriation, substance abuse, ethics, and the maturation process of men.

Supported By: **Is Macklemore The Role Model We Need This Year?**

Three If By Bike

In the summer of 2019, I rode my bicycle across the United States. I began in my childhood hometown of Canton, MA and rode for 65 days, through 18 states, climbing 138,436 feet of elevation, accumulating a total of 3,904 miles and 281 hours of riding time until I reached the gateway to the Pacific in Santa Monica, CA. And, I rode alone. Three If By Bike is a story of adventure. A visual experience supported by conversation detailing the three pillars of this journey: Truth, Wellness, and Dreams. Set to a contemporary soundtrack, the visuals of Three If By Bike carry an audience through the Appalachian Mountains, the trails of Missouri, the Museums of St. Louis, the Rocky Mountains, the deserts of Utah and deliver them to the intersection of Ocean Ave and Colorado Ave in Santa Monica.

Supported By: **The Truths Uncovered When Riding Your Bicycle Across America Alone**

Watch: **Musical Documentary** **Daily Diary**