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JURIS ULMANIS, PhD

Dr. Juris Ulmanis is a recognized academic, writer and mountain climber. He is an Officer in the Latvian National Guard and Ukraine Volunteer.

Since 2016, Juris has been travelling to Ukraine bringing humanitarian aid to families of deceased soldiers, and since the spring of 2022 Juris has brought thousands of dollars, worth of equipment to soldiers on the front lines.

Juris spent 18 years with Motorola in various leadership and business development positions in the US and Europe. He has spent the last 15 years teaching entrepreneurship, marketing and international business in Bachelor, MBA, and EMBA programs at universities in Europe and regularly trains and consults regional businesses in crisis-management, marketing, sales, trust-building, negotiations and leadership. He is a serial entrepreneur and has launched a number of start-ups. Receiving his PhD in Management, Juris designed and created the StartUp Lab at Riga Business School, a hands-on class for select students, striving to become entrepreneurs. Being a sought-after speaker and media commentator on entrepreneurship, business, and management issues, Juris is also a mountaineer and polar explorer, having written three books on his experiences and insights.

In the spring of 2023, he reached the summit of Mount Everest and has completed the so-called "Seven Summits" - climbing the highest mountain on each of the seven continents. His latest book, written in Latvian, and translated into Ukrainian and English, "When War Becomes Personal", describes his first-hand experiences of the war in Ukraine. The book is dedicated to five of his fallen Ukrainian soldier-friends.

Juris was Vice-Chairman of the European Scout Foundation - based in Geneva, Switzerland, on the Advisory Board of Latvian Foster Family Society, and was a Board member of the NATO support group, the Latvian Transatlantic Organization (LATO). He was also a founding Board Member of the American Chamber of Commerce in Latvia. Juris is a recipient of the Three-Star Order, the highest Latvian national civil award, presented by the President of the Republic of Latvia.