Co-Founder of a $10M+ food & beverage business

Joshua Counsil

Entrepreneur. Marketer.
Recovering Engineer.

Helping business leaders build brands, cultures, and teams people actually want to belong to . . .
. . . even without massive budgets.

Biography

Raised by murder mystery dinner theatre owners, Joshua Counsil is a recovering engineer, business founder, and keynote speaker who learned the entrepreneurial journey the hard way: by doing it in public.

In 2014, Joshua and two university buddies quit their engineering careers and founded Good Robot Brewing in Halifax, Nova Scotia. What started as an 800-square-foot garage brewery grew into a multi-venue tourism-hospitality and CPG business, known for standout customer experience, distinctive brand storytelling, and rapid growth on a shoestring budget. In 2023, he and his partners launched The Beverage Factory, a beverage co-manufacturing/co-packing facility that now produces beverages for dozens of companies, from startups to $4B multinationals.

Joshua's talks are built for operators, marketers, and leaders who want practical takeaways. He blends real stories (PR nightmares, near-bankruptcy moments, big pivots) with simple frameworks audiences can use immediately. His most-requested themes include $0 marketing that drives real-world results, turning customer feedback into cheap market research, building world-class customer service on small budgets, and protecting creativity as teams scale.

Good Robot has won 30+ awards for innovation, business, customer service, marketing, tourism-hospitality, and more, and has been featured in Forbes, CBC, CTV, WestJet Magazine, Global News, and BuzzFeed.

99.3% **Average Audience Rating** ★★★★★

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