

Rich Froning

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Rich Froning Jr. was dubbed the Fittest Man in History after winning four back-to-back individual CrossFit Games championships (2011-2014). He also won the worldwide Open for three consecutive years (2012-2014). When he retired from individual competition after the 2014 season, he captained his affiliate's team, CrossFit Mayhem Freedom, to two back-to-back Affiliate Cup championships in 2015 and 2016 and again in 2018. A husband, father, and CrossFit gym owner and coach, his life is dedicated to improvement physically, spiritually and mentally. Froning continues to compete and champions on competitors alongside his team with a fierce dedication for cultivating maximum fitness and growth.

Rich's motivation and hustle is not only seen on the competition floor. You can see it every day as he created the fitness empire, CrossFit Mayhem. CrossFit Mayhem is located in Cookeville, TN and incorporates online programs, one-on-one training, group fitness and nutrition. Athletes from all over the world travel to this small, southern town to train with the elite. He is an expert in the field of health and wellness and holds a Bachelor of Science degree in Exercise Science with a concentration in Fitness and Wellness from Tennessee Tech University.

Rich has been featured on notable outlets including Men's Health, Outside Magazine and Men's Journal. He also hosts his weekly podcast, Froning and Friends, where he speaks with guests on the most pressing issues and topics in the industry.

Rich didn't take the easy route to become the Fittest Man in History. In reality, his success was spurred by a heartbreaking failure. Rich lost his first CrossFit Games Finals, a moment that shifted his life center and drove him to become the first male competitor to win four back-to-back individual CrossFit Games championships. This failure drove Rich to get a tattoo of Galatians 6:14 on his left side which is a verse that speaks life to his dedication and humility.

The devastation and success Rich found in CrossFit made him lean into and develop his faith and reliance on Christ, which ultimately conditioned him for challenges he would face in his personal life. Rich and his wife Hillary navigated the struggles of infertility, but were blessed with renewed hope at the adoption of their three children. A man dedicated to his faith, family, marriage, health and business, Rich credits it all to that life-changing failure that opened his eyes to a renewed strength.

Rich lives in Cookeville, Tennessee with his wife, Hillary, and their three children: Lakelyn, Trice, and Violet.