INTRODUCTION

BOBBY GORDON

Our speaker today is **Bobby Gordon**, an award-winning advocate and educator who has been professionally speaking and presenting to students about alcohol and other drugs since 1999.

With nearly three decades of experience, Bobby brings a unique combination of expertise in counseling, higher education, and substance use prevention. His engaging, practical approach combines evidence-based information, real-world scenarios, and candid conversations to help students make informed decisions and navigate the realities of alcohol and other drug use.

Throughout his career, Bobby has partnered with colleges and universities, professional organizations, law enforcement, and federal agencies, including Major League Baseball, the NASPA BACCHUS Network, the National Institutes of Health, the Substance Abuse and Mental Health Services Administration, the U.S. Departments of Justice and Education, and the United States Navy. He has also contributed to statewide initiatives addressing the nation's opioid crisis through Arizona State University and the University of California, San Diego.

A longtime leader in collegiate substance use prevention, Bobby served on the board of the Coalition of Higher Education Associations for Substance Abuse Prevention for 15 years. His work spans alcohol, opioids, fentanyl, prescription medications and other substances, with an emphasis on evidence-based education, harm reduction, and separating myths from facts.

Bobby holds an MBA from the University of Arizona, a master's degree in counseling from Eastern Michigan University, and a bachelor's degree in psychology from Muskingum University. He is also a proud Kappa Sigma alumnus.

Based in sunny San Diego, Bobby enjoys music, road trips, and volunteering in the nonprofit community.

Please join me in welcoming **Bobby Gordon!**

Updated 10.27.2026