

ALICIA MCKENZIE

Alicia McKenzie is a true Renaissance woman—a creator, connector, author, and the proud mother of five! You may know her as @LiftLikeAMother, but she's so much more than just a catchy handle.

At the helm of McKenzie Enterprise LLC, Alicia created a digital coaching service focused on evidence-based holistic health and wellness. But that's not all—in 2022, Alicia authored her first book aptly titled, “Balance is Bullsh*t: A Realistic Approach to Integrating Healthier Habits into your life.”

A former USAW and CrossFit athlete with over a decade of experience in the health and wellness industry, she's worn many hats, from owning and operating a CrossFit gym to flexing her muscles as a certified personal trainer. Beyond fitness, she's also a savvy real estate investor, proving that her skills extend well beyond the gym.

Alicia isn't just a powerhouse in business and fitness; she's also mastered the art of juggling a bustling family life as a wife, a mother, and a trailblazing bi-racial woman. These diverse experiences have forged a unique perspective that she channels into coaching other women. Alicia's passion? Watching others seize their wellness and conquer the epic adventure known as life. That and shoes.

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