

Shelby Reno

Owner, CKO Kickboxing



Shelby Reno is owner of CKO Kickboxing with two locations in Grand Rapids. She has been a fitness trainer since 1997 and holds several nationally recognized certifications in fitness and marketing. Degrees include an MBA from Lawrence Technological University, a graduate degree in banking from University of Wisconsin-Madison, and a BA from Boise State University.

Shelby has spent most of her career in marketing management and lead multimillion-dollar programs in the banking, shopping center, and transportation industries. She currently works in commercial real estate at Bradley |X Ventures.

Shelby is active in her community, recently completing four years on the Cascade Community Foundation Board of Directors and is currently a Grand Rapids Public Museum Board of Trustee. She enjoys raising four daughters, guiding people on their fitness journeys, attending music shows, and spoiling her silver Lab Retriever.