Profile: David Robbins, CEO of FamilyLife

David Robbins became CEO of FamilyLife in December 2017. As the leader of the more than 40-year-old organization dedicated to strengthening marriages and families, Robbins' desire is to leverage FamilyLife's resources and build upon the foundation of the organization, while looking to reach new audiences and generations to come.

Prior to his role with FamilyLife, Robbins served as a national facilitator for Cru's Millennials Ministry, which he and his wife, Meg, launched in 2012. The initiative targeting 20-somethings quickly grew to reach a network of 1,000 millennials in New York and spread nationwide, establishing teams in 15 other cities across the U.S. His passion for families drove Meg and himself to provide extensive premarital and marriage counseling to dozens of millennial couples, using FamilyLife resources.

As a 17-year veteran of Cru, Robbins has served in a variety of capacities, including overseas team leader in Pisa, Italy, and national director of Campus Field Ministries, overseeing 175 field staff on 17 locations for campus ministries in Alabama, Florida, Georgia and Mississippi.

Robbins received his bachelor's degree in business administration from the University of Mississippi. Meg and he have four children.

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