

KEYNOTE SPEAKER



Rose Backs

Fundraising Ambassador | Auctioneer | Speaker

With more than 20 years in the auction industry, Rose Backs has worked in nearly every facet of live events — but her true passion is serving charitable organizations on stage as a fundraising auctioneer and ambassador. Known for her energy, heart, and ability to inspire generosity, Rose has helped organizations across the country raise critical funds, with a special focus on Idaho and Eastern Washington.

Through Elite Auction Inc., Rose and her team conducted 107 fundraising events in 2025 alone, partnering with nonprofits to turn meaningful missions into record-breaking nights of impact.

Rose is an award-winning, Hall of Fame auctioneer and has been recognized as one of the top female auctioneers in the nation. She is also one of the few women auctioneers in the wholesale auto auction industry — a space where she continues to break barriers and lead with excellence.

Beyond the stage, Rose is deeply invested in her community. She serves on the board of the Washington Auctioneers Association and the Lake City Bicycle Co-op, and is a ministry leader at her church.

She and her husband Matt — also a professional auctioneer — are raising three wonderful, talented children and believe strongly in using their gifts to serve others.

Rose brings to every stage not only professional expertise, but authenticity, faith, humor, and a deep belief that business can be a powerful force for good.