LORETTA SOFFE

KEYNOTE SPEAKER, RETAIL & BRAND ADVISOR, BESTSELLING AUTHOR, FORMER NORDSTROM EVP

Loretta Soffe rose from cashier to EVP of a $2 billion business at Nordstrom - while raising three kids and building a 27-year, role-reversed marriage where ambition and family thrived together.

Then, at the peak of her career, she was fired and had to reinvent herself from scratch. That fall and rebuild shaped her bestselling book **Balance Is Bullshit** and her Self Architect Method™, a framework helping women build lives on their own terms.

She speaks to audiences across the country on women's leadership, sustainable success, and the alignment alternative to burnout — and partners with organizations through keynotes, workshops, and retainers to develop and retain their highest-potential women.

www.lorettasoffe.com @lorettasoffe

BY THE NUMBERS

30K	5K	4.8*	top 300
FOLLOWERS	LINKEDIN	AMAZON RATING	AMAZON RANK

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FEATURED ON

Retail in America, Ron Thurston Earn Your Happy, Lori Harder The Purpose Pivot, Melissa Gonzales

INTERVIEW TOPICS & TITLES PROVEN TO HIT

A PROVEN FRAMEWORK FOR CREATING A LIFE YOU LOVE

Inside the Self Architect Method™ - a step-by-step approach to building a life around alignment, not achievement. Takeaway: A practical framework listeners can start applying immediately, without needing more "balance.

HOW TO SUCCEED AT MARRIAGE, MOTHERHOOD, AND YOUR CAREER

What 27 years taught me about building a marriage, raising grounded kids, and growing a career - all at once, without "balancing" any of it. Takeaway: Why trying to balance everything is the wrong goal, and what to pursue instead.

SHE BUILT A BILLION-DOLLAR BUSINESS - THEN GOT FIRED AT THE PEAK

The real story of walking away from a career that looked perfect from the outside. Takeaway: Permission to rebuild your identity after loss - and a roadmap for what's next.

QUESTIONS I'D LOVE TO ANSWER

1. You spent 25 years climbing to EVP at Nordstrom, running a $2B business - what was the moment you realized "having it all" wasn't actually working?
2. Your book is called Balance Is Bullshit - what's wrong with the way we talk about balance, and what should we be aiming for instead?
3. What is the Self Architect Method™, and how does it help women build a life that actually fits them?
4. You walked away from a career that looked perfect from the outside - what did it take to rebuild your identity after that?
5. After 27 years of marriage, what have you learned about being ambitious and being a good partner - without one costing the other?
6. You advise some of the country's top retail and consumer brands - what do the best leaders you've worked with have in common?
7. What does it actually look like, day to day, to build a life around alignment instead of achievement?