SPEAKER PRESS KIT



Loretta Soffe

Former Nordstrom EVP | Author | Keynote Speaker
Work smarter. Lead stronger. Live better, with AI.

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Balance Is Bullshit.
And High-Achieving Women Know It.

A new framework for sustainable success - without burnout, guilt, or compromise.

Most women aren't failing at balance, they're operating inside a model that was never designed to work. Loretta Soffe helps ambitious women redefine success and become the architect of a career, marriage, and life that actually work.

Signature Keynote
Balance Is Bullshit : A New Way to Lead, Live, and Thrive

> **For years, high-achieving women have been told they need better balance - better routines, stronger boundaries, better time management. The real problem isn't effort. It's the model.**

In this keynote, former Nordstrom EVP Loretta Soffe introduces a powerful alternative: **The Self Architect Method™**, a practical framework for making clearer decisions, reducing overwhelm, and building a career and life that actually work. Through personal story, executive experience, and actionable insight, audiences walk away with a new way to think about success, and a clear path forward.

Audience Takeaways

- Clear Confident Decisions
- Less Guilt
- Sustainable Growth
- Lead with Clarity
- Intentional Living

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ADDITIONAL KEYNOTES & TOPICS

Beyond the signature keynote, Loretta offers a suite of tailored talks designed for leadership teams, women's conferences, and corporate events.

1

The Self Architect Method™

How leaders bring clarity to competing priorities and direct their time and energy with intention.

2

Lead Stronger With AI

How leaders use AI to work smarter, win back time, and protect their energy for what matters most.

3

Ambition Without Burnout

How organizations keep high-performing women from burning out or walking away mid-career.

The Point Where Performance Starts to Break Down

High-performing teams don't fail from lack of ambition, they struggle because the way success is structured is **unsustainable**.

Your strongest people are capable, committed, and taking on increasing levels of responsibility. From the outside, performance looks strong. Internally, the load becomes harder to sustain. Over time, this leads to burnout, disengagement, or loss of top talent.

Loretta's sessions address this directly, helping individuals and teams:

- → Reassess how time and energy are allocated
- → Make clearer, more intentional decisions
- → Reduce silent disengagement
- → Strengthen retention at critical career stages
- → Build a more sustainable performance culture

Delivery Formats

Loretta is available across a wide range of formats, from large-scale keynotes to intimate executive roundtables, in person across the US and internationally.



Keynote

High-impact signature talks for conferences and large-scale events.



Interactive Workshops

Hands-on sessions that drive real behavioral change and team alignment.



Fireside Chats & Panels

Candid, conversational formats that spark authentic dialogue.



Executive Roundtables

Intimate peer discussions for senior leaders navigating complex decisions.



Leadership Offsites

Immersive facilitation for leadership teams seeking strategic clarity.



Breakout Sessions

Focused, interactive sessions for conference tracks and smaller groups.

What Audiences Are Saying

"Loretta's keynote at our International Convention was spectacular, and its impact on our 700 members was immediate and lasting."
— Libby Leffler, President, Tri Delta

"Honest. Vulnerable. Challenging. Loretta showed us what resilience really looks like."
— Jenn Schulman, Executive Director, J.P. Morgan Private Bank

"Loretta brings an energy and authenticity to the stage that is unmatched. Her message is powerful, relatable, and exactly what ambitious women need to hear."
— Dillon Perkovic, Co-Founder, Midcoast



About Loretta

Loretta Soffe started as a Nordstrom cashier and rose to Fortune 500 EVP, leading a $2B P&L and a 350-person team. After 12 years as an executive and 12 as a global consultant, she knows what it takes to reach the top, and what it can cost.

Through The Self Architect Method™ and her bestselling book Balance Is Bullshit, she shows leaders how to build success that lasts without burning out, and how to use AI to win back time for what matters most. Audiences leave with a plan that works. A mother and wife of 28 years, she serves on the BBA Advisory Board at UT's McCombs School of Business.

From The Boardroom To The Stage

Trusted by leading organizations and institutions worldwide:

NORDSTROM

BCG BOSTON CONSULTING GROUP

J.P.Morgan

COLUMBIA UNIVERSITY

TEXAS McCombs

MG2

seattle magazine

She Innovates

TRI DELTA

STOCKMANN

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