



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.

BY THE NUMBERS



www.lorettasoffe.com



[@lorettasoffe](https://www.instagram.com/lorettasoffe)

30K

FOLLOWERS

5K

LINKEDIN

4.8*

AMAZON RATING

top 300

AMAZON RANK

O

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.

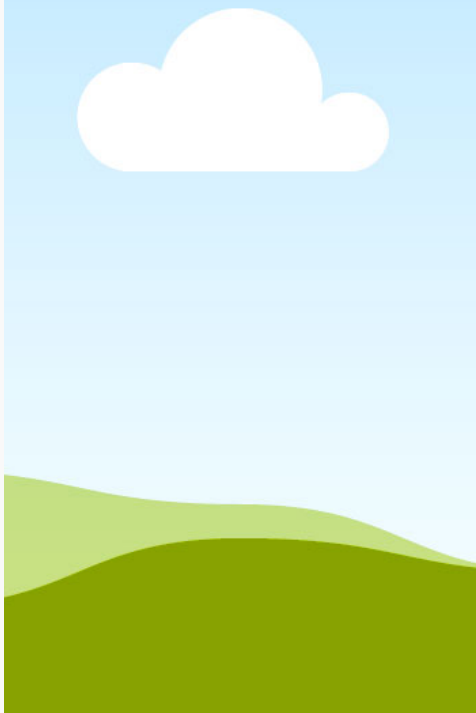
QUESTIONS I'D LOVE TO ANSWER

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?



LORETTA SOFFE

YOUR NAME



YOUR TITLES (E.G. SPEAKER, FOUNDER BESTSELLING AUTHOR, PODCAST HOST)

This is where your short bio would go. Keep it to the things that a host would need to know about you.

Hosts need to understand who you are and why you're credible in seconds.

Don't make them search.

 yourwebsite.com  @yoursocialhandles

BY THE NUMBERS

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EPISODES

0 YRS
TOP 25 PODCAST

0
FOLLOWERS

0
DOWNLOADS

FEATURED ON

This is where you'll list out your features.

This could include podcast appearances, media features, etc.

INTERVIEW TOPICS & TITLES

TITLE: LIST YOUR SUGGESTED EPISODE TITLE HERE

Include Your Signature Topic Here

Give a brief description of what this episode will teach the audience.

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SUGGESTED QUESTIONS

- This is where you'll include 5-10 questions you'd love to answer.
- Never hope the host asks the right question.
- Help shape the conversation.
- This isn't about controlling the interview.
- It's about helping you get in your absolute zone of genius to create a mind blowing one.
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WHAT YOUR LISTENERS WALK AWAY WITH

After this episode, your audience will know:

- ✓ This is where you'll share the key takeaways from your episode.
- ✓
- ✓
- ✓
- ✓
- ✓

READY TO BOOK [YOUR NAME]?

Pre-interview call available. **[Your name]** shows up prepared, on time, and ready to deliver for your audience. Email **[your email]** or use **[your booking link]** to book.