

SPEAKER PRESS KIT

A portrait of Loretta Soffe, a woman with blonde hair, smiling and resting her chin on her hand. She is wearing a black top and a ring. The background is a soft, out-of-focus light color.

Loretta Soffe

Former Nordstrom EVP | Keynote Speaker
Best Selling Author, *Balance is Bullshit*



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 so they can build careers, marriages, and lives that actually work.

Signature Keynote **Balance Is Bullshit : Sustainable Ambition for High-Performing Women**

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: ALIGNMENT - 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.



Clear
Confident
Decisions



Less
Guilt



Sustainable
Growth



Lead with
Clarity



Intentional
Living

ADDITIONAL KEYNOTES & TOPICS

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

The Self Architect Method™

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

Ambition Without Burnout

What high-performing women need from organizations to sustain performance without long-term cost.

Redefining Success at Scale

How inherited definitions of success shape decisions, and how leaders reset them to fit real life.

Career, Family, and Trade-Offs

A grounded perspective on how successful women make decisions across work and home without defaulting to guilt or overextension.



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, both in-person and virtually.



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.



Virtual Sessions

Fully engaging online delivery for distributed and global teams.

What Audiences Are Saying

- *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

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

"I came in feeling overwhelmed and left with clarity, confidence, and a completely different way of thinking about my life and career." - Cate Marques, CXO Tarra Kaffe



From The Boardroom To The Stage

Loretta has partnered with top organizations and institutions worldwide:

	
	
	
	
	

About Loretta

Loretta Soffe is a former Nordstrom EVP who rose from cashier to leading a \$2B business.

After being fired at the peak of her career, she redefined success on her own terms, building a thriving family life, a successful consulting business, and a new framework for ambitious women.

Through keynotes and hands-on workshops, Loretta helps leaders spark that same transformation in themselves: letting go of the version of success they were handed and designing one that's truly their own.

She gives audiences the permission, and the plan, to build a life and career they're proud to show up for.

Book Loretta for your next event:
lorettasoffe.com

