

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 white.

Loretta Soffe

Former Nordstrom EVP | Executive Coach & Author
Keynote Speaker



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 : 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: 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 Alignment Advantage™

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



"The most impactful session of the day. Her story and insights came at exactly the right time and completely shifted how I'm thinking about this next chapter."

"There wasn't a dry eye in the room. Loretta's honesty, perspective, and presence left a lasting impression on everyone there."

"I came in feeling overwhelmed and left with clarity, confidence, and a completely different way of thinking about my life and career."



From The Boardroom To The Stage

Loretta has partnered with top organizations and institutions worldwide:

NORDSTROM	BCG BOSTON CONSULTING GROUP
J.P.Morgan	COLUMBIA UNIVERSITY
TEXAS McCombs	MG2
seattle magazine	She Innovates
TRI DELTA	STOCKMANN

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 — building a thriving family life, a successful consulting business, and a new framework for ambitious women.

Today, she is an executive coach, speaker, and author helping high-achieving women create careers and lives they love.



Podcast Guest & Thought Leader

A modern, experience-driven perspective on ambition, leadership, relationships, and why the model of “balance” no longer works—for high-achieving women building careers, marriages, and lives that actually fit.

Signature Podcast Topics

01

Why “balance” is a myth—and what actually works instead

And what actually works instead, a frank conversation about the framework that's failing ambitious women.

02

The hidden cost of success—and how high-achieving women build careers, families, and lives that actually work together

For high-achieving women, and why doing more isn't the answer.

03

Marriage, motherhood, and ambition: what 27 years taught me about partnership, raising grounded kids, and building a life that lasts

And why it became the best thing that ever happened to my career and family.



Book Loretta Soffe

Keynotes • Leadership Events • Corporate Workshops



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