

JODI BONDI NORGAARD
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ENTREPRENEUR
SPEAKER / ACTIVIST / CONSULTANT



jodibondinorgaard.com
jodi@jbnorgaardenterprises.com

Jodi Bondi Norgaard is the founder of Dream Big Toy Company and the creator of the award-winning Go! Go! Sports Girls line of dolls and books for girls encouraging healthy and active play over fashion and body image. Jodi is an keynote speaker, entrepreneur, activist, consultant, and a leader in the movement pushing media and retail to do a better job portraying girls beyond stereotypes. She is a founding member of The Brave Girl Alliance, a think tank of girl empowerment experts.

Jodi is a leader in the toy industry breaking gender stereotypes since 2009, when she launched the plush sports dolls built in specification to a real girl's body. Her inspiration came in 2007 after shopping for a doll with her then 9-year-old daughter and finding a doll with belly baring clothing, high heels and make-up, named 'Lovely Lola.' Girls are strong, smart and adventurous and Jodi knows it's important to emphasize what a girl's body can do versus what her body looks like.

She has been featured on national media including The Today Show, FOX News, Fox and Friends, Forbes, Upworthy, Parents, Advertising Age, Chicago Tribune, and Huffington Post.

In 2016, Jodi was invited by The White House to participate in a conference on breaking down gender stereotypes in media and toys. She is recognized as a leader by policymakers bringing change to gender disparity in toys.

She is a board member of Girls on the Run – Chicago. In October, 2016 the Go! Go! Sports Girls brand was acquired by Jazwares, an established cutting edge toy company.

Jodi lives in the Chicago area with her husband and three children.

Speaking Topics

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Beyond Mainstream: Creating Change with a Mission-Driven Company

Hear Jodi's entrepreneurial journey of challenging the status quo, achieving goals, and becoming a leader in breaking gender stereotypes. In this presentation, Jodi discusses how to market for social good and the necessary combination of passion, determination, perseverance and grit needed to create change while running a successful business. Initially industry leaders dismissed her product because a sports doll was not mainstream. "Girls want fashion dolls," she heard, over and over. Jodi was not convinced and knew mainstream ideas never create change. By 2015, she made significant strides and her product was launched in Walmart stores.

Stronger Together: Women Supporting Women

In this powerful presentation, Jodi speaks on the value and benefit of women supporting women in business and in life. She brings awareness to the stereotypes imposed upon women-of competitiveness and jealousy-and the steps needed to eliminate them from our culture, so women can rise together. She shares her entrepreneurial experience and the mentors who have helped her succeed through their guidance, kindness and support. Jodi offers strategies for women to get behind each other and provides examples of what the power of being a woman really looks like.

The Importance of Empowering Girls: If She Can See It, She Can Be It

In this presentation Jodi empowers girls to realize their full potential. Research shows interests, ambitions, and skills can be shaped early on by media and toys, influencing everything from subjects they choose to study to the careers they ultimately pursue. Jodi inspires girls to break free from stereotypes and embrace their unique strengths and assertiveness.

"From the moment that Jodi Norgaard and I first spoke, I knew that I was speaking to someone genuine, passionate and deeply committed to girls and women. I was grateful that Jodi agreed to speak at the She Leads 2017 conference in NYC, as the audience absolutely loved her down-to-earth style, witty-intelligence and most importantly, her story of how she came to be a successful entrepreneur. Jodi is so incredibly generous with her time and connections and would make an incredible speaker at any conference that's seeking to inspire women and girls to stand up for something that's personally important to them. As an event producer, I can definitively say that Jodi is a true professional, in every aspect."

Adrienne Garland
CEO
She Leads Media