

JODI BONDI NORGAARD
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KEYNOTE SPEAKER
 AUTHOR / ENTREPRENEUR / ACTIVIST



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Jodi Bondi Norgaard is an entrepreneur, author, feminist advocate, keynote speaker, consultant, and an expert in creating change and breaking gender stereotypes. She is the author of **More Than A Doll: How Creating a Sports Doll Turned into a Fight to End Gender Stereotypes** (Post Hill Press, January 2025), which connects the dots from sexualized dolls, to the subtle damage inflicted on girls' confidence, to implicit biases we hold about gender, to decisions we make as adults that prevent true gender equity.

Jodi is the founder of Dream Big Toy Company and the creator of the award-winning Go! Go! Sports Girls line of dolls, books, and apps for girls encouraging healthy and active play over beauty and body image. She is an activist pushing media and retail to do a better job portraying women and girls beyond stereotypes.

As a toy industry thought leader, Jodi serves on the White House Gender Policy Council collaborating on policy as it relates to children's toys, content, and publishing. She is a DEIB consultant specializing in gender equality and spearheaded and co-chaired the first Toy Association DEIB Committee to expand play.

She has been featured on national media including The Today Show, The Real Story with Gretchen Carlson, Forbes, Upworthy, Parents, Shape, Self, Runner's World, Advertising Age, Good Housekeeping, Chicago Tribune, New York Times, and Huffington Post. In 2016, she was named by Women's Running as one of 20 Women Who Are Changing the Sport of Running and the World. She is also a contributor to Ms. Magazine.

Jodi has been called, "A true hero in her own right." She shares her passion for social impact with audiences and illustrates how strong values can change an industry, even the world. She encourages individuals to think with a creative and innovative approach and to persist through adversity.

Speaking Topics

Women Leading the Way: On A Mission to Create Change

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 and the steps needed to eliminate them from our culture, so women can rise together. She shares her entrepreneurial experience and the mentors who helped her succeed through 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.

Beyond Mainstream: Creating Change with a Mission-Driven Company

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Persistence: The Power to Create Change (TEDx Talk)

In this presentation, Jodi shares her "aha moment" and discusses what she never anticipated while launching a socially responsible product; the long road ahead of her, the hard battle she would fight and learning that her persistence, determination, and passion would serve her well. Jodi knows you don't need to be a genius, have unlimited resources, or a giant team to create change and she encourages participants to take their best idea, step over fear, find courage, tap into their passion and persist when it becomes difficult.

"Jodi immediately engaged the audience with the story of her entrepreneurial journey, with paths that sometimes ended and others that led to new opportunities. That resonated with all the entrepreneurs and leaders in the room. Jodi inspired all of us with her candor, humor and powerful messages for all leaders, regardless of gender. Her tenacity, ingenuity and proactive approach to pursuing her passion is an example all of us can follow in our professional or personal lives."

Mary Ann B. Passi, CEO, Corporate Housing Providers Association



More Than A Doll: How Creating a Sports Doll Turned into a Fight to End Gender Stereotypes