



PACKED W PURPOSE

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Founder Bio

Packed with Purpose- *A corporate gifting company with a social mission*

Leeatt Rothschild: Founder, CEO

Leeatt Rothschild founded Packed with Purpose with a simple mission: embed social impact into the world of gifting.



Having served as a Peace Corps volunteer in Paraguay, Leeatt saw the profound positive impact that economic development can have on the lives of individuals living within impoverished communities. Following her experiences in the Peace Corps, she went on to pursue an MBA from the Wharton School of Business. She then worked in digital marketing and social impact consulting. Over the span of several holiday seasons in a corporate office, Leeatt began to see the importance of corporate gifting as a means for nurturing business relationships - yet she realized that the gifts companies sent and received were generic and forgettable. At the same time, she was consulting with Fortune 500 companies on their corporate social responsibility strategies and recognized an opportunity to use gifts as a way to extend a company's commitment to social impact. From there, Packed with Purpose was born: send high-quality, memorable gifts that also create social good. Gift with *impact* - is there any other way?

Packed with Purpose was born out of Leeatt's drive for social impact and appreciation for the importance of gifting in fostering relationships for businesses. She wanted to enable companies to give gifts that impress clients, employees, and partners *and* positively impact individuals in need. Leeatt works with social enterprises across the globe to source unique products that contribute to social impact, thereby producing gifts that give back. She is eager to transform the corporate gifts industry and create profound impact one gift at a time

Education:

Wesleyan University: B.A, Psychology

The Wharton School of Business at The University of Pennsylvania: M.B.A., Marketing, Strategic Management

The Lauder School at The University of Pennsylvania: M.A., International Studies

Expertise:

- Social Entrepreneurship
- Corporate Social Responsibility
- Crowdfunding
- Social Innovation
- Marketing and Strategy

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