



# Leeatt Rothschild

FOUNDER & CEO | PACKED WITH PURPOSE



@leeattrothschild



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ENTREPRENEUR • SOCIAL IMPACT LEADER • INNOVATOR

## BIO

Leeatt Rothschild is the Founder and CEO of Packed with Purpose, a Certified Woman-Owned business that embeds social and environmental impact into the everyday act of gift giving. Founded in 2016, the Company has ranked in the top 10% of Inc 5000's Fastest Growing Private Companies in the U.S in 2021 and 2022.

Her inventive leadership practices drive the Company's dual-purpose mission: **to amplify and grow small, purpose-driven businesses while helping companies simultaneously advance their business and ESG goals.**

Leeatt has nearly **20 years of experience at the intersection of business, sustainability, and brand purpose.** Prior to founding Packed with Purpose, she was Vice President of Advisory Services at Mission Measurement. In that role, she advised Fortune 500 Chief Sustainability Officers and executives on maximizing the impact and financial returns of their social responsibility initiatives. Previously, she developed innovative marketing strategies and insights at a global digital agency.

Leeatt has always been passionate about social change. She served as a Rotary Youth Ambassador in Morelia, Mexico prior to earning her bachelor's degree from Wesleyan University. Upon graduation, Leeatt served two years in the Peace Corps in Paraguay. There, she launched an income-generating fertilizer business with local farmers, witnessing the profound ways economic development can impact a community.

She earned her **MBA from the Wharton School of Business** and a **Masters in International Studies from The Lauder Institute** at the University of Pennsylvania.

She serves as a **board member** for the Anti-Defamation League, is an advisory board member of Bright Endeavors, a social enterprise that supports workforce development in disinvested communities in Chicago, and is a Partner in Social Venture Partners Chicago. She's also a **mentor** for both Wesleyan University's Patricelli Center for Social Entrepreneurship and Loyola University's Baumhart Scholars, and an **alumna of the Schusterman Foundation Fellowship.**

Leeatt continues to share her thought leadership as a conference speaker and Forbes contributing author on how companies can effectively embed purpose across their businesses. She is an often-quoted expert and speaker on the topics of: the importance of **language as a form of social impact**, how to enact **purpose-driven business goals**, maximizing the **ROI of social-impact driven strategies**, leadership and entrepreneurship as well as the world of corporate gifting. She lives in Chicago with her husband, two daughters, and twin sons.

## Recognition & Certifications



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# SPEAKING TOPICS

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## **WORDS MATTER: HOW TO DRIVE SOCIAL IMPACT THROUGH INCLUSIVE LANGUAGE:**

- Intent vs Impact: Language in Action
- Human-Centered Language: A Centerpiece to DEI Efforts

## **ACTIVATING PURPOSE TO ADVANCE BUSINESS GOALS: FROM WORDS TO ACTION**

- Engaging Employees and External Partners to Drive Purpose
- The Sum of Small Efforts: Amplifying DEI + ESG initiatives

## **THE ROI OF PURPOSE**

- Using Social Impact to Drive Conversion, Retention, and Engagement
- Use your Company Values as Your Sales Hook

## **THE ROI OF GIFTING**

- Gratitude as a calculated metric
- The Power of Gifting to Create Connection

## **EMBRACING THE JOURNEY AS A FEMALE FOUNDER**


- How mixing a passion for social impact and entrepreneurship fueled the growth of this purpose-driven brand
- The business benefits of being a Female Founder

## ***Audience Spheres & Stakeholders***

**External:** Clients, Prospects, Marketing and Sales Teams

**Internal:** Employees, Leadership, Human Resource initiatives

**Social Impact:** Purpose-driven professionals, CSR and DEI teams

A woman with long dark hair, wearing a dark top, is speaking and gesturing with her hands while holding a piece of paper. In the background, three other people (two women and one man) are seated and listening attentively. They are all wearing red lanyards.

**AUDIENCES WILL BE INSPIRED,  
EDUCATED, AND ENGAGED AND LEAVE  
WITH ACTIONABLE TAKEAWAYS.**



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# FEATURED WORK

## PUBLISHED ARTICLES

[The Power of Gifting to Create Connection \(Forbes - 12/22\)](#)  
[Finding Goals & Partners for Business Impact: The New Value Proposition \(Training Mag 11/22\)](#)  
[Purpose Personalization: How Social Responsibility Builds Trust \(Recruiting Daily 5/22\)](#)  
[Everything You need to know about corporate values \(Inc. Magazine 5/22\)](#)  
[Are Corporate Gifts Sustainable? Build ESG into Client Relationships \(Insights for Professionals 4/22\)](#)  
[Is your Internal Language Hurting Your Company's Purpose \(Forbes 3/22\)](#)  
[Create engagement around company mission, and employees may stay for the long run \(HR Dive 1/22\)](#)  
[Using Employee Resource Groups to Fuel Purpose & Employee Wellbeing \(Forbes 12/21\)](#)  
[The Evolution of the Business/Employee Relationship: How Purpose Fits In \(Forbes 7/21\)](#)  
[To Deepen Brand Loyalty, Stop Talking About Your Brand \(Forbes 5/21\)](#)  
[How To Embed Purpose Into Everything Your Company Does \(Forbes 4/21\)](#)  
[Empowering the new, purpose-driven workforce \(HR Morning 2/21\)](#)

## WRITTEN INTERVIEWS

[Meet Leeatt Rothschild \(CANVASREBEL 12/22\)](#)  
[A Culture Of Appreciation Will Help Build A Better World Of Work \(People Managing People\)](#)

## WEBINAR - MODERATOR & CURATOR

[Words Matter: How To Drive Social Impact By Using Inclusive Language \(Engage for Good 11/22\)](#)  
[Women Founders with a Story Worth Sharing \(PwP Women's History Month 4/22\)](#)  
[Lead with Purpose to Drive Employee Wellbeing and Business Success \(Engage for Good 11/21\)](#)

## PODCAST

[The Intersection of JEDI & Social Impact \(Engage for Good 1/23\)](#)  
[The Magical Power of Giving with Purpose \(PartnerHacker 12/22\)](#)  
[Why community investment is important for your business:](#)  
[How to get started \(The Social Impact Show/Benevity 4/22\)](#)  
[Creating a Culture Centered on Purpose w/ Leeatt Rothschild \(HR Mavericks by Eddy 2/22\)](#)  
[Lived Experiences with Leeatt Rothschild \(ALA Chicago 12/21\)](#)  
[Giving Business Legs to Your Passion \(AwarePrenuers 12/21\)](#)



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