

Michelle Cordeiro Grant

Entrepreneurial Disruptor, Founder & CEO of GORGIE Energy Drink, Founder of Lively

When entrepreneur and former top brand executive Michelle Cordeiro Grant set out to start her own company, she did so with the mission to create a brand, experience, and community that empowers women. What followed was Lively, the ultra-successful activewear-inspired lingerie brand that she built into an industry leader and disruptor in less than 10 years. Introducing "Leisuree" to the world, Cordeiro Grant identified opportunities to turn the apparel market on its head and redefined approaches for leading an organization to success.

Exclusively represented by [Leading Authorities speakers bureau](#), Cordeiro Grant, who is the first generation child of parents who immigrated to the U.S. from India, draws from her journey of establishing and growing a business at lightning pace and through unconventional means to share disruptive insights on how anyone looking to grow their organization and set it apart can think differently, act with purpose, and adapt to achieve success. She takes audiences through pivotal moments on the path to leading Lively from concept to empire, revealing strategies for success, including how she gained more than 130,000 brand evangelists overnight before they even knew what her product was, as well as tactics for overcoming the inevitable challenges of navigating an organization to its goals and positioning it for long-term innovation and growth.

Despite the obstacles often faced by diverse entrepreneurs, Cordeiro Grant founded Lively as an online apparel company in 2016 and, as CEO, quickly evolved it from an idea and a mailing list to a powerhouse upstart that was purchased three years later by market leader Wacoal for \$105 million. Her experiences working and leading some of the world's top brands provided the leg-up she needed to hit the ground running when starting Lively. Following her successful exit from Lively, Cordeiro Grant founded GORGIE, the fast-growing energy and wellness drink that is disrupting the market by providing more nutritional and health benefits than traditional energy drinks. Prior to her entrepreneurial pursuits, she was vice president of merchandising at Thrillist Media Group. Before that, she held roles in corporate fashion, including as director/senior merchant at Victoria's Secret and senior merchandise manager at Nautica. Earlier in her career, she was an associate product manager at May Company and a product assistant at Federated Merchandising Group.

Daring to do something different and succeeding, Cordeiro Grant has shared her incredible story of building game-changing brands with various podcasts and publications, including *Forbes*, *PopSugar*, *Business Insider*, and *theSkimm* — to name a few. In addition to sharing her story with leading media outlets, she is the host of the *No Makeup Needed* podcast, where she interviews awe-inspiring women to learn more about what led them to step out of their comfort zones and follow their dreams or try something they've never done before.

Having positioned Lively for a future of continued growth, Cordeiro Grant stepped down as CEO and transitioned into an advisory role. Through new entrepreneurial pursuits in wellness and Web3, Cordeiro Grant continues to inspire all people, especially founders from diverse backgrounds, to celebrate their uniqueness and live passionately, purposefully, and confidently.