

## Debbie Sterling

Founder & CEO, GoldieBlox

**Think Audacious, Spark Disruption.** In this talk, Debbie shares her story of creating GoldieBlox – a disruptive children’s media company challenging gender stereotypes with the world’s first girl engineer character. From launching the start-up on Kickstarter to reaching billions of consumers through creative TV, radio, and digital campaigns, she has ignited a national conversation about breaking gender stereotypes and thinking differently. Drawing on her innovative entrepreneurial journey, Debbie demonstrates to audiences how to challenge the status quo, achieve audacious goals, and ultimately disrupt an industry.

**Inspiring the Next Generation of Female Engineers.** If you close your eyes and picture an engineer, you probably don’t envision Debbie Sterling. An engineer and founder of GoldieBlox, a toy company out to inspire the next generation of female engineers, Debbie shares how she has made it her mission in life to tackle the gender gap in science, technology, engineering, and math. Audiences will walk away inspired to spark innovation and out-of-the-box thinking in their teams, organizations, and personal life.