

# LAURA BARNARD

FOUNDER | BEHAVIORAL MARKETING  
EXPERT | SPEAKER | AUTHOR

*Empowering underrepresented leaders &  
dismantling leadership stereotypes*

[Laura Barnard](#), the visionary Founder of [BREAKTHRU Brands](#) and author of *Leadership Types*, is on a mission to transform the landscape of leadership. With a philosophy rooted in breaking barriers and championing equity, Barnard leverages her extensive experience in leading global brands to build a future where diverse voices in leadership are not just heard but celebrated and amplified.

Her journey, influenced by her academic pursuits in Psychology at Harvard and an MBA in Marketing & Strategic Management from the University of Chicago Booth School of Business, reflects a deep understanding of the intersection between brand power and leadership dynamics. As a former Division I athlete and a proud member of the LGBTQIA+ community, Barnard infuses her work with energy, collaboration, and a relentless drive for inclusivity. Her approach is not just about developing leaders; it's about nurturing authentic and bold leaders to shape a more equitable world.

## WORKSHOP & KEYNOTE TOPICS

- “What’s Your Leadership Type?” Explore and unlock your potential
- BOLD Leadership for Women & Underrepresented Leaders
- Unlocking the Limitless Mindset
- The Power Storytelling for Leaders
- Leadership Empowerment for Underrepresented Leaders

## REFERENCES

- Corporate
  - Google, Mars, Grainger, Hologic, Majorel, Ferrara, Harvard/MGH, Bel Brands
- Higher Ed
  - UChicago, Brown, Penn State University, Ohio State University (Workshops)
  - DePaul University & University of Texas (Guest Lecturer)
  - University of New Hampshire (Adjunct Professor)
- Networks & Associations
  - Chief, NCAA, USA Basketball, Women’s Basketball Coaches Association, Women Leaders in Sports, Pro Sports Assembly, WeCoach, N4A, Ladies Who Launch



## CONTACT

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