

Gina Schaefer

**Dynamic Speaker, \$52M Founder,
Author, Entrepreneur, & Advocate,**

Bio

Gina Schaefer is a businesswoman, philanthropist, and leader in industry, who successfully built and exited a \$52 million dollar business. Her speeches are intertwined with personal experience, business savvy, and relatable stories from her nearly 30 years as a change maker and influencer.

About Gina

- Founded in 2003: Established her first hardware store.
- 13 Locations in DC & 2 States: Expanded her business across two states.
- 300 Teammates: Created jobs and opportunities for 300 team members.
- 130+ Co-Owners: Transformed 130+ teammates into co-owners.
- Author of Recovery Hardware: Shares her journey and the power of second chances.
- Advocate & Philanthropist: Dedicated to making a positive impact in her community.

Speaking Topics:

Just Because the World Underestimates Us, It Doesn't Mean Our Fate is Pre-written

Overview: Gina spent 20 years as a woman in a "man's world," growing her hardware business to 13 locations. Her successes, failures, and insights make for an engaging 45-minute keynote address.

Key Takeaways:

1. How to find your inspiration and voice
2. How, when, and why to self-promote
3. Steps to overcome self-doubt



Business Succession Planning from an Accidental Expert

Overview: Drawing from her experience in business and as a board member on multi-billion-dollar companies, Gina provides a 45-minute keynote on crafting successful succession plans.

Key Takeaways:

1. Craft a Financial Succession Plan
2. Minimize Emotional Complications
3. Explore Exit Options

You Are (the) Somebody

Overview: Gina shares steps to build the right culture for your organization, using lessons learned from diverse experiences. Her 45-minute keynote focuses on practical strategies for cultural transformation.

Key Takeaways:

1. Use Curiosity and Storytelling
2. Infuse Trust and Transparency
3. Track and Act on Turnover Data

Travel Information:

Gina Schaefer is traveling from Washington, DC.