



Jodi Bondi Norgaard empowers and inspires audiences with her entrepreneurial journey of determination, passion and grit needed to create change and challenge the status quo. She shares her passion for social impact and illustrates how strong values can change an industry, even the world.

Jodi is the founder of Dream Big Toy Company and the creator of the award-winning Go! Go! Sports Girls line of dolls, books and apps for girls encouraging healthy and active play over fashion and body image. Jodi is a keynote speaker, entrepreneur, activist, and consultant in the movement pushing media and retail to do a better job portraying girls beyond stereotypes.

Jodi is a leader in the toy industry breaking gender stereotypes since 2009, when she launched the plush sports dolls built in specification to a real girl's body. Her inspiration came in 2007 after shopping for a doll with her then 9-year-old daughter and finding a doll with belly baring clothing, high heels and make-up, named 'Lovely Lola.' Jodi knows girls are strong, smart and adventurous and the importance of emphasizing what a girl's body can do versus what her body looks like.

She has been featured on national media including The Today Show, The Real Story with Gretchen Carlson, Forbes, Upworthy, Parents, Shape, Self, Runner's World, Advertising Age, Good Housekeeping, Chicago Tribune, New York Times, and Huffington Post. In 2016, Jodi was invited by The White House to participate in a conference on breaking down gender stereotypes in media and toys.

She is a board member of Girls on the Run - Chicago and is a founding member of The Brave Girl Alliance, a think tank of girl empowerment experts. In October 2016 the Go! Go! Sports Girls brand was acquired by Jazwares, a...

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Speech Topics

- Women in Business
- Retail
- Motivation
- Female Motivational
- Entrepreneur
- Change



Testimonials

“Jodi’s presentation to our organization was heartfelt, inspiring and highlighted the results of following your passion, perseverance and embracing change. I received very positive feedback from our team members who thoroughly enjoyed Jodi’s talk and her connection to our tween girl customer. Her drive to promote positive body image by pushing media and retail to do a better job portraying girls beyond stereotypes aligns perfectly with our “Every Girl, Every Day” mantra.” ”

- President, Justice.

“It was clear that the students were captivated by Jodi’s personal journey and the conclusions that she drew from these experiences. It was great to see students stay behind and ask additional questions related to how they can pursue their own goals. Her comments on how women and girls are portrayed within the toy market were insightful. What’s more, it was important that they saw how she determined to confront issues by developing a more positive and progressive narrative to how girls and young women are projected within our culture.” ? ”

- Principal, Glenbard West High School.