



Lisa Sun is the founder and CEO of GRAVITAS, a company whose origin story dates back to her first professional review from 13 years earlier. The feedback that affected her? Being told that she “comes across as young and overly enthusiastic at times,” that she “lacked gravitas,” and “should go buy a new dress, big jewelry, and great shoes.” With those words in mind, Sun filed for a global patent to build shapewear directly into dresses. Realizing the transformative power that clothing can have, Sun launched GRAVITAS as a Confidence Company that offers innovative apparel and styling solutions designed to give every woman a confident sense of self.

Prior to founding GRAVITAS, Sun spent 11 years at McKinsey & Company, where she advised leading luxury, fashion, and beauty brands globally on strategic and operational issues. Considered one of the firm’s top experts in the luxury and fashion space, Lisa published perspectives and gave keynote speeches at forums such as the American Express Luxury Summit. In many ways, Lisa “grew up” at McKinsey, being mentored by the firm’s best thinkers, learning from top executives, and having the privilege of leading teams of talented colleagues around the world.

Sun has always had a passion for style and for helping people look and feel their best, having been a size 22, a size 8, and now proudly a size 12. At every size and age, she has found creative ways to show off her style, having been named one of Washingtonian Magazine's "Best Dressed Women". Through GRAVITAS, she hopes to help women create lasting personal impact.

Sun graduated magna cum laude and Phi Beta Kappa from Yale University with distinction in Biology and Political Science.

Lisa Sun

Speech Topics

- Motivation
- Inspiration
- Female Motivational
- Entrepreneur
- Diversity
- CEO

