

Lara McCulloch
Media Kit

BUSINESS GROWTH EXPERT. BRAND STRATEGIST
GLOBAL KEYNOTE SPEAKER.



About *Lara*

Lara McCulloch is an award-winning, results-driven Business Growth expert with over 30 years of experience as a global keynote speaker, workshop facilitator, business mentor, and fractional CMO. She teaches businesses how to disrupt their industry and become the only choice for their customers.

Lara has consulted for global giants like Johnson & Johnson, Kraft, Shell, and Pfizer, as well as scrappy, scaling small businesses around the world. Her insights have been featured in international media including CNBC, CBS, and LendingTree.

A two-time Top 40 Under 40 recipient (Connect and Rejuvenate Magazines), Lara's accolades also include BizBash's Industry Innovator, CEIA's Spirit of the Industry Award, and ILEA's Leadership Award.

But when she's not on stage or transforming brands, she's building Lego with her son, swimming with sharks, or skydiving from 15,000 feet.

**FROM ONE OF MANY TO
THE ONLY ONE.**

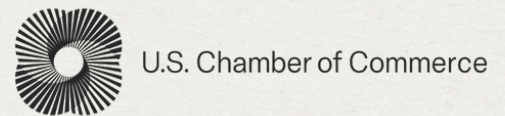


SPEAKING *Topics*

SIGNATURE TALKS

- From A to THE: *Becoming the only choice in a saturated market*
- Anti-Hustle: *Building a business for life, not burnout.*
- Different-At-tion: *How to differentiate with AI in a sea of sameness*

LARA HAS DELIVERED KEYNOTES AND WORKSHOPS FOR:



MEDIA *Reach*



82K
Followers



4K
Followers



3.5K
Followers

MEDIA *Mentions*



CONTACT + *Booking*

MEDIA CONTACT

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Press assets available upon request