



**WORLDWIDE SPEAKERS GROUP LLC**  
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## **ERIN STAFFORD**

Erin Stafford is a powerhouse author, speaker, and leader with a career as diverse as it is impactful. From Paris and London to Los Angeles and San Diego, Erin has excelled as an MTV advertising executive, celebrity stylist, journalist, and marketing guru. She has worked with iconic brands such as Apple, Nike, Coke, and American Express and styled celebrities for the Emmys, Grammys, and Academy Awards.

Erin's most transformative role was as the head of marketing for the largest healthcare staffing company in the U.S., where she helped lead a 27x growth trajectory and supported the largest healthcare personnel deployment in history. This experience cemented her expertise in leading through complexity and driving high performance in high-stakes environments.

As a recovering Type A overachiever who has faced and overcome burnout, Erin blends her personal experiences with insights gleaned from working alongside top performers, including Fortune 100 executives, Olympians, and renowned creatives. She's on a mission to help leaders and teams unlock extraordinary results without compromising their energy or well-being.

Through her signature entertaining and high-energy keynotes, Erin shares actionable strategies to redefine success, reignite purpose, and build resilience. Her talks are rooted in decades of research, personal stories, and a deep understanding of what it takes to thrive in today's demanding world. Audiences leave inspired, equipped, and ready to sustain peak performance with balance and clarity.

Erin is the best-selling author of *The Type A Trap: Five Mindset Shifts to Beat Burnout and Transform Your Life*, endorsed by bestselling author, Mel Robbins, Olympian, Amy Purdy, and Chris Barton, the founder of Shazam. As a Forbes Business Council member, Erin's thought leadership on burnout and peak performance is featured regularly, and her expertise has been highlighted by outlets including *The Wall Street Journal*, *Vogue*, *Vanity Fair*, and *MSN*.

Erin's core message resonates with leaders and teams across industries: success is sustainable when rooted in energy, purpose, and balance. Her practical tools and inspiring insights empower organizations to burn bright, not out, and achieve extraordinary outcomes that not only look good, but feel good.