

## Nicole Loftus—President and CEO



As an entrepreneur, trailblazing brand specialist, and social advocate, it can be said that Zorch International founder and CEO, Nicole Loftus, is a “Renaissance Woman” of sorts, changing the way the world looks at the \$19 billion dollar promotional products industry. In a field where titles mean little, and results and integrity mean everything, call Nicole what you wish, but know that she’s making sure Zorch is a name on the tip of everyone’s tongue.

In its first four years, the Zorch innovative supply chain model has been embraced by a roster of marketers and top-tier brands. Corporations such as AT&T, Citigroup, and BP have all been “Zorched” and save millions by sourcing through the Zorch Portal. And the proof? In their first eleven months with Zorch, AT&T saved \$11 million dollars.

Nicole began her career in the apparel industry at Levi Strauss, and from there moved on to a Regional Manager position with Corporate Express Inc. in their promotional products division. It was at this time Loftus saw an opportunity to revolutionize the branded products market by introducing a new business model, and as they say, the rest is history.

Loftus, 39, is an active participant in the Women’s Business Community, and the Chicago business community. Featured as a “Future Business Champion,” Nicole developed several programs with Mayor Daley and Chicago Public Schools to assist high school students in finding their entrepreneurial spirit. Visit Zorch on any given day and you’ll see Nicole’s belief in the community at work—literally. Giving students from her programs a chance to gain ‘real world’ experience, Nicole shows her dedication by hiring Chicago’s youth as interns.

Nicole is a proud member of several local and national organizations. She was recently appointed by Mayor Daley to the new Chicago Workforce Investment Council Board (CWIC). Nicole is a recipient of the Rising Star Award through the Anti-Defamation League and supports The White House Project, a non-partisan, non-profit organization that aims to advance women’s leadership in all communities and sectors.

From a self-described “one woman show” to heading up a multi-million dollar brand agency, Loftus has seen her idea become a reality. And the world is taking notice. Crain’s named Nicole in their top 40 under 40 list in 2008. *Inc. Magazine* recognized Zorch in 2008 as the 8<sup>th</sup> fastest growing company in America and the # 1 woman led company in the Country.

And as Nicole likes to say, “It’s only the beginning. Get ready.”