

Nicole Loftus

Founder & CEO

Zorch International, Inc., Zorch Sourcing LLC, and Hit Big Sports LLC



As an entrepreneur, trailblazing brand specialist, and social advocate, it can be said that Zorch founder and CEO, Nicole Loftus, is changing the way the world looks at the \$20 billion dollar promotional products industry.

Nicole began her career by working for the Fashion Director at the Chicago Apparel Center, and later joined Levi Strauss & Company. From there, Loftus moved on to Corporate Express. While working in their promotional products division, Loftus spotted an opportunity to revolutionize the branded products market by introducing a new business model, and as they say, the rest is history.

Having reached its eighth year in 2010, the innovative Zorch supply chain model has been embraced by a roster of marketers and top-tier brands. Corporations such as AT&T, Citigroup, Sara Lee, and Waste Management have all been “Zorched” and save millions by sourcing merchandise through the Zorch Portal.

Zorch clients demanded the same level of brand stewardship be applied to their corporate sponsored sporting events. This caused Nicole to start Hit Big Sports LLC. From product to player Hit Big ensures clients like AT&T have a consistent brand message at golf events such as The Masters, Pebble Beach ProAm and more. In addition to connecting world class golfers and products with the right corporate sponsors, Hit Big is the executive producer of the first ever Chicago Beach Polo World Cup happening on Chicago’s North Avenue Beach September 10th – 11th 2010.

Loftus, 40, is a proud member of several local and national organizations, including The Chicago Network, the Economic Club of Chicago, the Women’s Presidents Organization (WPO), The Committee of 200, and the Global Business Committee of WBENC.

Loftus was recently appointed by Mayor Daley to the board of the Chicago Workforce Investment Council (CWIC), and is a recipient of the Anti-Defamation League’s Rising Star Award. Loftus supports The White House Project, a non-partisan, non-profit organization that aims to advance women’s leadership in all communities and sectors. Nicole serves as a mentor through the Entrepreneur Mentoring Program with the Clinton Foundation and NFTE, The Network for Teaching Entrepreneurship.

From a self-described “one woman show” to heading up multi-million dollar brand agencies, Loftus has turned her ideas into reality. And the world is taking notice. *Crain’s* named Nicole one of their 40 under 40 leading business executives. *Inc. Magazine* recognized Zorch as the 8th 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.”