



Erin Stafford Short Bio

Erin Stafford is a marketing guru, burnout survivor, hyper-growth business leader and social psychologist. From working with the world's highest achievers throughout her 20+ year international career, being a Type A poster child herself and interviewing Olympians, start-up founders, Fortune 500 CEOs, leading researchers and celebrity coaches, Erin has seen firsthand how Type A personalities and constant over-achievement are coveted in the world of business, yet can lead to debilitating burnout.

After six years heading up marketing for the country's largest healthcare staffing company where she led dozens of marketing professionals and helped the organization grow by 27x in six years, Erin has made it her mission to help leaders everywhere identify and break free from the Type A Trap so they can stay at peak performance for the long haul.

Erin Stafford Long Bio

Erin has blazed a trail of action-oriented success fueled by trial and error, bold decisions and unwavering self-confidence. Her figure-it-out mentality has shaped her career journey from being a fledgling public relations intern to a high-powered marketing executive at a hyper-growth company.

Erin is a multi-faceted, marketing jack-of-all-trades. Her career has stretched from Paris and London to LA and San Diego. As an MTV advertising executive, she's worked with the world's biggest brands including Apple, Nike, Coke and American Express. As a celebrity stylist and fashion journalist, she's dressed celebs for the Emmy's, Grammy's, Academy Awards and had her work featured in numerous international publications. As the head of marketing for the biggest healthcare staffing company in the country, Erin led marketing for the largest deployment of healthcare personnel in history while helping to grow the company by 27x in six years.

In short, Erin has surrounded herself with some of the most motivated, ambitious, famous overachievers in the world for her entire, diverse career – people at the highest levels of success, but who often think burnout is something that happens to weak people, lazy people, *those* people, not high achievers like them. Yet leaders in all sectors today are suffering from severe cases of burnout as they struggle to adjust to a post-pandemic world and the pressures it put on their personal and professional lives.

Using lessons gleaned from her distinct international career and interviews with dozens of high achievers from all walks of life, Erin shares impactful and inspiring mindset shifts for leaders to move from exhaustion and burnout to kicking ass and thriving again. Ultimately, Erin helps businesses revitalize their workforce by providing them with tools and tactics to sustain peak performance without burning out. Leaders experience a renewed excitement and engagement in their work and personal lives.

Erin's insights have been called upon by The Wall Street Journal, MSN, Vogue, Vanity Fair, The Style Network, The Orange County Register and a host of other global media outlets and organizations.