BE SEEN. BE KNOWN. BE *Chosen.*

SHORT BIO · 87 WORDS

Stefanie Couch is an entrepreneur, keynote speaker and founder of Grit Blueprint. She grew up in her family's lumberyards. Today she speaks to companies, associations, universities and leadership programs, and most often to the dealers, distributors and manufacturers that keep the building industry running. A building industry insider and futurist, Stefanie brings experience in sales, operations and growing businesses to brand strategy, marketing, media and AI. Companies and associations from Walgreens and Verizon to Do it Best and The ESOP Association have brought her in to speak.



STEFANIE COUCH

MEDIUM BIO · 183 WORDS

Stefanie Couch is an entrepreneur, keynote speaker and founder of Grit Blueprint. She grew up in her family's lumberyards. Today she speaks to companies, associations, universities and leadership programs, and most often to the dealers, distributors and manufacturers that keep the building industry running. She helps people and businesses turn their strengths into a clear reason to be chosen.

She is a building industry insider with a futurist's eye for what's next. Her work spans sales, operations and nationwide distribution. She spots value that people take for granted and helps them make it known.

Through Grit Blueprint, Stefanie builds visibility and growth systems for the building industry and other legacy businesses. Her work brings together brand strategy, marketing, media, sales and AI.

She also hosts Behind the Build and The Grit Blueprint Podcast. On stage and in conversation, she asks the questions that get past the surface answer. She helps people see more in what they bring and choose where to start. Companies and associations from Walgreens and Verizon to Do it Best and The ESOP Association have brought her in to speak.

LONG *Bio* 329 WORDS

Stefanie Couch is an entrepreneur, keynote speaker and founder of Grit Blueprint. She grew up in her family's lumberyards. Today she speaks to companies, associations, universities and leadership programs, and most often to the dealers, distributors and manufacturers that keep the building industry running. She helps people and businesses turn their strengths into a clear reason to be chosen.

Stefanie is a building industry insider and a futurist. She knows how business gets done and keeps an eye on what comes next. Her experience spans sales, operations, production and building teams. She has worked in nationwide distribution and built a company of her own. She understands how a decision made in a meeting affects the people who have to deliver on it.

Through Grit Blueprint, she builds visibility and growth systems for the building industry and other legacy businesses. Her work connects brand strategy, marketing, media, sales and AI. She helps companies make their value clear, build a name people trust and reach the right customers.

Her approach starts with questions. What are people missing? What does the customer need? Which move deserves the team's time? She helps leaders get past the first answer and focus on the few things they can put to work.

That same approach shapes her speaking. Her signature keynote, Unmistakable, helps people find their edge, make their move and build momentum. Her talks on AI and sales help audiences test their assumptions, ask better questions and choose a useful next step. Companies and associations from Walgreens and Verizon to Do it Best and The ESOP Association have brought her in to speak.

Stefanie is also an event host and moderator. She hosts Behind the Build and The Grit Blueprint Podcast. In each role, she draws out the knowledge people often take for granted. She brings curiosity, wit and a willingness to ask one more question.

Across her work, she helps people see what they have to offer and find the courage to use it.