



## Julia Boorstin

AUTHOR · MEDIA PERSONALITY

Senior Media & Tech Correspondent, CNBC



[VISIT JULIA'S WEBSITE](#)

### About:

- **Gender:** Female
- **Nationality:** United States
- **Languages:** English
- **Travels from:** United States

### Engagement Types:

- Event Hosting
- Moderating and Emcee
- Speaking

### Topics:

- DEI (Diversity, Equity & Inclusion)
- Leadership & Management

## Biography Highlights

- Author of 'When Women Lead: What They Achieve, Why They Succeed, and How We Can Learn from Them'
- Creator & Curator of CNBC's "Disruptor 50"
- Helped Launch CNBC's 'Closing the Gap' Initiative

## Biography

CNBC correspondent and author Julia Boorstin delivers insightful analysis with a focus on the intersection of media and technology. Boorstin serves as CNBC's Senior Media & Tech Correspondent, playing a central role on the network's bicoastal tech-focused program TechCheck. Before joining CNBC as an on-air reporter in 2006, she served as a reporter for Fortune magazine, and was an intern for Vice President Gore's domestic policy office. Boorstin released her debut book *When Women Lead: What They Achieve, Why They Succeed, and How We Can Learn from Them* in October 2022, which features lessons from the leadership approaches of women running the world's most innovative and successful companies.

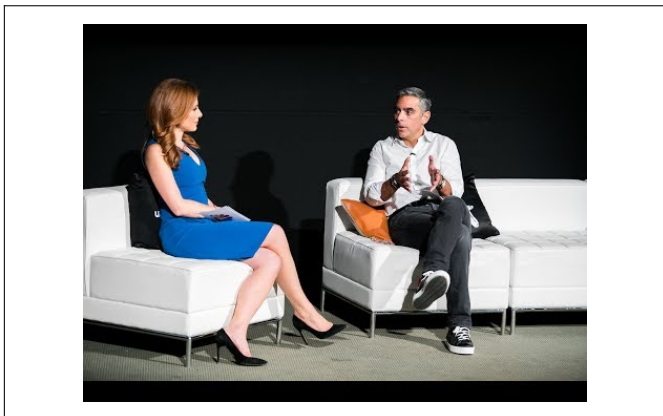
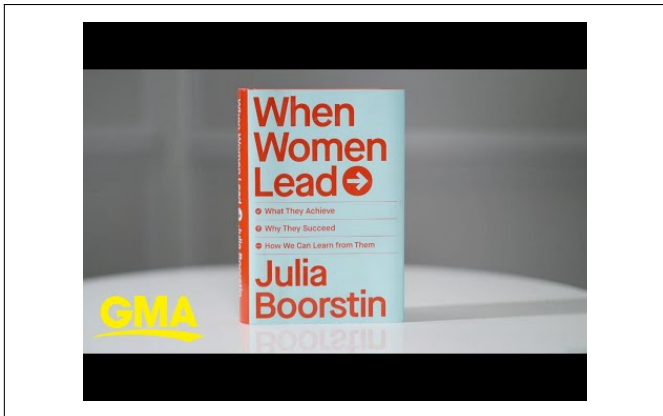
Boorstin has contributed to CNN and CNN Headline News, among others. She is the creator of the CNBC "Disruptor 50," an annual list she curates highlighting private companies transforming the economy and challenging

**Websites:**

- [Website](#)

companies in established industries. She also helped launch the network's 'Closing the Gap' initiative, which covers people and companies closing gender and diversity gaps. In her writing, reporting, and speaking, Boorstin is a sought-after expert exploring groundbreaking leadership and business innovations that resonate across industries.

**Videos**





## Julia's Topics

### Author Talk: 'When Women Lead'

Inspired by her debut book *When Women Lead: What They Achieve, Why They Succeed, and How We Can Learn from Them*, CNBC Senior Media & Tech Correspondent Julia Boorstin offers key lessons from the odds-defying leadership approaches of women running the world's most innovative and successful companies. Boorstin shares insights from her nuanced interviews with over sixty high-profile leaders across industries in this impactful talk.

*Book buys and signings available upon request to complement any Julia Boorstin event.*

**Available:** In person, Virtually

### In Conversation with Julia Boorstin

CNBC Senior Media & Tech Correspondent Julia Boorstin delivers insightful analysis with a focus on the intersection of media and technology. Boorstin has been reporting on groundbreaking business innovations and odds-defying leadership strategies for CNBC, CNN, Fortune magazine, and more, and offers key takeaways that resonate with audiences of all kinds.

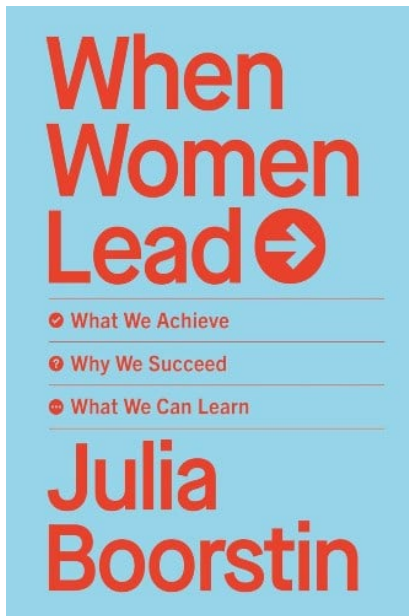
**Available:** In person, Virtually

## Testimonials

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The session with Julia was well received and Julia was fantastic!

## Books



### **When Women Lead: What They Achieve, Why They Succeed, and How We Can Learn from Them**

In her groundbreaking, deeply reported work, Julia Boorstin reveals the odds-defying leadership approaches of women running the world's most innovative and successful companies - and what we can learn from them. Now, in *When Women Lead*, Boorstin brings together the stories of over sixty of those female CEOs and leaders, and dozens of new studies. Her combination of narrative and research reveals how once-underestimated characteristics, from vulnerability and gratitude to divergent thinking, can be vital superpowers - and that anyone can work these approaches to their advantage. Featuring new interviews with Gwyneth Paltrow, Jenn Hyman, Whitney Wolfe Herd, Lena Waithe, Shivani Siroya, and more, *When Women Lead* is a radical blueprint for the future of business, and our world at large.

[BUY THE BOOK](#)

## Speaker Bureaus And Talent Agencies

Julia Boorstin is available to book via these agencies

### Recommended



Speaking Agency