



Michelle Stacy

BUSINESS LEADER

Keurig President, P&G Executive, Engaged Leadership & Innovation Expert



VISIT MICHELLE'S WEBSITE

About:

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

Engagement Types:

- Speaking

Topics:

- Business Strategy & Growth
- Future of Work
- Gender Equality
- Growth Strategy
- Innovation & Digital Transformation
- Leadership & Management
- Team Leadership

Biography Highlights

- Former President of Keurig — grew the company from \$200M to \$2.5B
- VP at Gillette — 25 years leading global brands you use every day
- Board Director — iRobot, Skullcandy, Milton's Bakery
- Keynote Speaker — delivering billion-dollar insights for over a decade

Biography

Meet Michelle Stacy

Michelle Stacy is a business leader who knows how to scale growth and build brands that shape industries. As former President of Keurig, she grew the company from \$200 million to \$2.5 billion in revenue, forming strategic alliances with Starbucks, Dunkin', and Folgers that changed the way the world drinks coffee. With more than 35 years of executive experience at Keurig, Gillette, and P&G, Michelle has led global business units, driven innovation at scale, and built high-performing teams that consistently deliver results.

Michelle brings that same boardroom insight to the stage. Her keynote presentations are built around practical leadership strategies and the real-world lessons that come from building billion-dollar brands. She speaks on

Websites:

- [Website](#)

innovation, strategy, leadership, high-performance teams, and women in business—delivering clarity, engagement, and action for today's complex business environment.

She currently serves on the boards of iRobot, Skullcandy, and Milton's Bakery, and has held director roles at Coravin, Hydrafacial, Tervis Tumblers, and Young Innovations. Michelle advises companies like Bellwether Coffee and Adventure Ready Brands on go-to-market strategy, customer experience, and scalable growth.

Her presentations are ideal for leadership events, innovation summits, corporate kickoffs, and organizations looking to energize their teams. With compelling stories, clear takeaways, and a message that resonates from the C-suite to frontline leaders, Michelle equips audiences to lead with confidence, navigate change, and drive sustainable success.

Her insights apply especially well to industries like healthcare, consumer packaged goods, technology, financial services, and nonprofit. She is a top choice for audiences navigating growth, culture change, or innovation-driven strategy.

Videos



Michelle's Topics

Full Engagement Leadership: What I Learned Over Coffee

How to lead with authenticity, engage teams, and create a culture that drives innovation.

Drawing from her experience scaling Keurig and leading at P&G and Gillette, Michelle brings enterprise-level insight to every stage—translating what works in the boardroom into actionable strategies for leaders at every level.

Your people are your greatest asset. They are the only element within your organization that can truly create and innovate—yet too often, they are undervalued and disengaged. Why? Because many leaders fail to tap into their team's full potential.

In this powerful keynote, Michelle Stacy shares practical strategies for cultivating a highly engaged workforce. She will reveal simple yet effective leadership skills that can transform your team into a motivated, innovative, and results-driven powerhouse—fueling sustained business growth and success.

Key Takeaways:

- Be Authentically You - Why embracing your true self is critical—and how to do it effectively.
- Mastering Leadership Balance - Learn to harmonize the key components of effective leadership.
- The Art of Listening - How to recognize and leverage diverse perspectives for better decision-making.
- Unleashing Potential - Build a culture of mentorship that develops and retains top talent.
- Culture by Design - Shape a workplace culture that fosters innovation, accountability, and success.
- The Power of the Middle - How middle management drives engagement and business results.

Ideal for: Leadership offsites, people strategy summits, team engagement events, innovation-focused conferences.

Available: In person, Virtually

Strategy, Innovation, and Growth: 5 Strategies That Transform Companies

Michelle Stacy brings her expertise in building high-growth businesses like Keurig and Oral-B to help other companies develop a winning strategy.

As the former President of Keurig, Michelle shares firsthand insight into creating a strong strategic vision and fostering a culture of innovation that leads to sustained growth and market leadership.

Key Strategies:

- Strategic Vision and Planning
- Creating a Mission and Vision - Define a clear and compelling purpose for your organization.
- Building an OGSM (Objectives, Goals, Strategies, and Measures) - A framework for turning vision into action.
- Managing Growth Effectively - Strategies to scale your business while remaining agile.
- Harnessing Customer Insights
- Building an Innovation Culture - Foster the capabilities and mindset needed to sustain long-term innovation.
- Transforming Go-To-Market Strategies - How to bring products and services to market successfully.
- Creating an Aligned Organization - Developing internal clarity and team-wide engagement around strategy

Ideal for: Business strategy meetings, industry conferences, enterprise growth initiatives

Available: In person, Virtually

Superconsumers: The Secret to Market Leadership and Brand Longevity

In a market where brands often chase the latest trends to appease everyone, many overlook their true superpower—the Superconsumer. These passionate, high-value customers not only buy more but are eager to

engage, share insights, and try new products. They often represent 30% to 70% of sales while making up just 10% of your customer base.

Michelle Stacy's keynote delves into how tapping into Superconsumers can transform your business. She'll share proven strategies to identify and cultivate these invaluable brand advocates, offering real-world case studies and actionable insights.

Key Takeaways:

- Identifying Your Superconsumers – How to recognize and understand your most valuable customers.
- Engagement Strategies – Tactics to turn loyal customers into brand ambassadors and market influencers.
- Emotional Connection – Why deeper brand relationships drive long-term growth.
- Innovation Through Customer Insights – How Superconsumers drive product development and business growth.
- Long-Term Brand Loyalty – Building relationships that increase customer retention and lifetime value.

Ideal for: Brand strategy sessions, marketing leadership retreats, CPG and B2C conferences

Available: In person, Virtually

Women's Leadership: Balance, Leadership, and Personal Choices

From being among the first women to attend Dartmouth College to leading iconic brands like Keurig and Gillette, Michelle Stacy has always been a trailblazer. Her 35-year journey is a testament to balancing career success with a fulfilling personal life. Alongside her husband, Michelle raised two thriving children—all while navigating the complex trade-offs that life throws at us.

In this inspiring keynote, Michelle shares candid stories and hard-won lessons about making the Right

Choices for both life and career. She offers a refreshing blend of wisdom and humor, guiding audiences through the art of thriving amid life's balancing acts.

Key Takeaways:

- The Power of Choice – How intentional decisions shape your career and personal life.
- Embrace the Bumps – Strategies for navigating unexpected challenges with resilience.
- Turning Setbacks into Stepping Stones – Finding opportunities in adversity and learning from failure.
- Thriving in a Dual-Career World – Key strategies for balancing professional ambition and personal fulfillment.
- Run Your Own Race – Why comparison is a trap and how to define success on your own terms.

Ideal for: Women's leadership summits, DEI conferences, executive forums

Available: In person, Virtually

Testimonials

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Michelle’s powerful points about the importance of both leadership and compassion in the workplace moved me. She cares for both her colleagues and the community; I am honored to partner with her to help move United Way’s work forward.

Director of Donor Engagement
United Way MBMV

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I found Michelle to be an engaging speaker with a great message. She clearly earns the attention of her audience much like she earns the trust and confidence of her teams. It’s easy to see why she has been so successful in her work.

VP of Development/Chief Development Officer
United Way MBMV

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Each year, NBTY invites our top leaders from around the world to come together in a special forum to share ideas, track our path, define our future goals, and energize the organization to be the very best global wellness company we can be. We were pleased and honored to have Michelle Stacy join us as a special keynote speaker to kick off this year’s NBTY Leadership Conference.

Our event focused on leadership and unlocking the power of true teamwork—two subjects that Michelle spoke to personally as a respected and accomplished leader in the consumer marketing space. Her presentation followed the opening remarks of our CEO, setting the stage for the topics that would follow during the two-day conference.

Michelle’s presentation was not only engaging but truly inspiring and thought-provoking. She provided our leaders with valuable insights that allowed us to take another look at our roles and skills as leaders while offering real-world advice on how we can energize and activate leadership at every level. Using simple yet powerful visual cues, she challenged the audience to look at day-to-day situations from different angles, allowing us to better understand the viewpoints of our peers and overcome common obstacles to effective teamwork.

Our post-meeting survey confirmed that Michelle’s content, presentation style, personal experience, and insights truly resonated with everyone in the audience, surpassing our goals and expectations for the conference.

Chief Marketing Officer
NBTY

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Michelle’s insights on developing a culture of organizational engagement provoked discussions that lasted long after the end of her keynote speech. Her command of the topic and her experience as a CEO made the lessons she shared less about theory and more about the real and tangible impact for a successful business. She captured the audience with genuine style and powerful storytelling, bringing the topic to life by translating it into meaningful insights for the audience.

EVP
iRobot Corporation

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Michelle delivered a powerful presentation to Ropes & Gray’s Women’s Forum, whose members include women attorneys from the firm’s six U.S. offices. She offered valuable insights about how she was able to advance professionally while balancing an equally busy personal life. Our attorneys found Michelle to be inspiring, engaging, and candid.

Ropes & Gray

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On behalf of the entire Professional Convention Management Association, I would like to express our sincere gratitude for your participation and support of our 60th Annual Meeting, Convening Leaders, in Vancouver. Through your efforts, Convening Leaders elevated industry standards and proved to be the premier education and networking event for the meetings and convention industry.

President and CEO
PCMA

Speaker Bureaus And Talent Agencies

Michelle Stacy is available to book via these agencies

✔ **Recommended**



Speaking Agency



Speaking Agency