

## Links:

- [Headshot](#)
- [linktr.ee/kathryngoetzke](https://linktr.ee/kathryngoetzke)
- [linktr.ee/theshinehopecompany](https://linktr.ee/theshinehopecompany)
- [linktr.ee/teachinghope](https://linktr.ee/teachinghope)

## Bio:

### **Kathryn Goetzke, MBA**

CEO & CHIEF HOPE OFFICER, The Shine Hope Company  
FOUNDER, iFred

[Kathryn Goetzke](#), MBA, is CEO & Chief Hope Officer of [The Shine Hope Company](#), Founder of [iFred](#) (2004), the Author of '[The Biggest Little Book About Hope](#)', podcast host of [The Hope Matrix](#), creator of award-winning [Hopeful Minds](#), [Hopeful Cities](#), and [Hopeful Mindsets](#). In 2004, she launched Mood-lites™, a brand that achieved over 35 million dollars in retail sales and ran the first nationwide cause marketing campaign for mental health. Kathryn is a representative for the [World Federation for Mental Health at the United Nations](#), the first organization in the world for mental health, established in 1948 that sets the theme for World Mental Health Day on October 10<sup>th</sup>. She also worked to get an International Day of Hope passed at the United Nations, now celebrated July 12th around the world.

Kathryn and her work have been featured in Entrepreneur Magazine, BBC, CBS, NewsMax, PBS, PsychCentral, Psychology Today, Home, InStyle, Scholastic, and has presented at Harvard, UCLA, Columbia University, the World Bank, the United Nations, and more. Her research on Hope has been published in peer-reviewed journals worldwide. She lost her father to suicide at 18, had her own attempt in her 20s, has been in recovery over 21 years, and is now on a mission to ensure all know what hopelessness is, how to proactively manage it, and be equipped with skills to Shine Hope.