



LAURA COX
KAPLAN

SHE SAID
PODCAST
SHE SAID



Laura Cox Kaplan

M E D I A K I T

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ABOUT

Laura

Laura Cox Kaplan is a **communications and influence expert whose 30-year career spans government, business, media, and nonprofit leadership.**

Throughout her career, one common thread has defined her work: mastering the art and science of how individuals influence outcomes. Her approach blends practical strategies, compelling storytelling, and research-backed principles from positive psychology to help leaders build and sustain influence in ways that strengthen resilience, trust, and connection—while creating meaningful impact.

Laura is the creator and host of She Said/She Said, a top-rated podcast and multimedia platform where she shares her own thought leadership, research, and strategies for building intentional influence, alongside in-depth conversations with women who have leveraged their influence to shape business, public policy, industry, academia, and their own lives. Through solo episodes, masterclasses, and curated guest interviews, she delivers actionable, real-world tools leaders can apply immediately.

Recognized as one of Washingtonian's "100 Most Powerful Women," she is also a frequent keynote speaker, writer, and former adjunct professor at American University.

She began her career as a press secretary on Capitol Hill before serving in senior roles at the U.S. Department of the Treasury and the U.S. Securities & Exchange Commission. She went on to spend more than a decade on the executive management team at PricewaterhouseCoopers, where she led global public policy and regulatory affairs across 150+ countries.

She serves on several boards, including The Bush School of Government and Public Service at Texas A&M University, The Sandberg - Goldberg - Bernthal Family Foundation (which oversees LeanIn.org), The Policy Circle, and the Bullis Board of Trustees. She has also been a corporate board director for more than a decade, including service on the board of CoStar Group, Inc. and Hunt Companies.

Laura holds degrees from the University of Texas at Austin and American University, where she earned a master's degree in journalism. She lives in Chevy Chase, Maryland, with her husband and two children.





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ABOUT The Show

Ever feel like the resources and advice out there for women are missing something essential?

I thought so too. Which is why I created the **She Said / She Said Podcast**. Making a real impact takes more than just passion. It takes the right mindset, the right skills, the right investments, and the right community.

On this show, we dive deep with incredible women from all walks of life who have been there. We uncover the secrets to building influence, navigating tricky relationships, and staying true to ourselves even when it's tough.

And let's face it, it often is. I also throw in my own favorite productivity and life hacks, things that have shifted my perspective and might help you, too, wherever you are in your journey. My goal here is to leave you inspired, to define success your way and to help you build the confidence you need to tackle your biggest goals.

1.5% Ranked top 1.5% of **all career podcasts**

400K More than 400K **downloads**

93% **Impactful plays**
Our engaged audience listened to more than 75% of each episode





Work with Laura

KEYNOTE PRESENTATION

As a **Keynote Speaker**, Laura Cox Kaplan engages audiences with a fresh perspective on life, leadership, and influence. Drawing on more than two decades of executive-level experience in public policy, communications, corporate governance, and stakeholder engagement in the public, private, and non-profit sectors, Laura connects deeply with audiences with a tactical, uplifting, and engaging experience.

Inspiring, actionable insights delivered with impact

- 45-60 minute customized presentation
- Pre-event discovery call to understand audience needs
- Tailored content focused on women's leadership, influence, and professional development
- Q&A session (time permitting)
- Digital handout of key takeaways for all attendees

EXECUTIVE WORKSHOP

Invite Laura Cox Kaplan to facilitate her signature leadership intensive, designed to ignite growth in executive-level leaders and teams as they navigate the complex nature of driving organizational success.

Half-Day

- 3-hour immersive workshop
- Customized workbook for all participants
- Interactive exercises and actionable frameworks
- Implementation roadmap for participants

Full-Day

- 6-hour comprehensive program
- All half-day inclusions
- Extended practice sessions and peer feedback opportunities
- 30-day follow-up resources

WORK WITH LAURA





Work with Laura

PROFESSIONAL MODERATION

Elevate your event with Laura Cox Kaplan, a seasoned professional interviewer and moderator who commands the room and drives meaningful engagement. Laura works closely with panelists, speakers, and subject matter experts to ensure the seamless flow of insightful discussions that will keep your audience captivated. Expert facilitation for impactful events:

Panel Discussion Moderation

- 60-90 minute panel facilitation
- Pre-event calls with all panelists
- Custom discussion guide development
- Audience Q&A management
- Balanced speaking opportunities for all participants

Executive Roundtable Moderation

- 2-3 hour interactive roundtable facilitation
- Strategic discussion framework
- Goal-oriented conversation management
- Summary document of key insights

Full-Day Conference Moderation

- Master of ceremonies for full-day events
- Seamless transitions between sessions
- Impromptu interviews and discussions
- Energy management throughout the day

VIRTUAL ENGAGEMENT

Make your virtual event as exciting as a live experience with Laura Cox Kaplan's signature digital presentation.

Dynamic digital presentations with full engagement

- 45-60 minute virtual keynote
- Interactive elements designed for online delivery
- Digital resource package for all attendees



BROAD
SHOULDERS



WOMEN
IN WASHINGTON



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Contact Laura



EMILY J



"Wise, insightful conversations from leading women across industries. Laura is warm and has a knack for pulling such helpful tips and stories out of her guests."

TAMARA



"Laura isn't just a speaker; she's a force of nature. She recently facilitated our leadership forum, and her expertise was immediately apparent. Her dynamic presence and profound insights completely shifted the perspectives of everyone in the room. She didn't just speak—she led us to a new way of thinking."



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A highly sought-after keynote speaker and subject matter expert, Laura Cox Kaplan draws on more than two decades of executive experience in public policy, communications, and corporate governance to deliver powerful, actionable keynotes.

