

# Lizanne Falsetto

**Visionary Entrepreneur, Founder/CEO of thinkThin®, CEO Pink Talented Angels & LF Advisory, Global Wellness Expert**

Please contact a GDA agent for information.

## Topics

- Activism / Philanthropy / Civic Engagement
- CEO
- Culinary Arts
- Entrepreneur
- Moderator / Facilitator
- Wellness
- Women's Empowerment
- Women's Health & Issues

## About Lizanne Falsetto

Lizanne Falsetto epitomizes today's woman. She is a celebrated CEO & founder of thinkThin® (the lifestyle brand she sold in late 2015), health and wellness visionary, retail trend spotter, sought-after business media commentator, and advisor to the next-generation of entrepreneurs. While a successful fashion model in the 1990s, she hungered for a protein-rich, high-energy on-the-go snack that was low in sugar and gluten-free. thinkThin® was founded to address this market opportunity. Crafted by hand from her grandmother's cookie recipe, thinkThin® quickly scaled nationally and globally. What began as a clear market opportunity in health foods ended up as a 20-year tenure as CEO of one of the fastest-growing health food snacks in history. After thinkThin® was acquired in December 2015, Lizanne began a new chapter with LF Advisory as an advisor to like-minded CEOs and entrepreneurs in the wellness and longevity market.

Success has always followed when Lizanne taps into her intuition - it's why she started thinkThin® - since the sale of her business, it seemed that wherever she went, she was meeting nascent female entrepreneurs and her gut was telling her that this was a chance to give back. In early 2019 under the LF Advisory umbrella, Lizanne established The Pink Talented Angels - an organization designed to bring women together to help one another thrive by opening up their hearts, minds & collective contacts for early/mid-stage entrepreneurs. Each event features a presentation by an entrepreneur who has one "Ask" for the group to help propel her business forward.

A natural explorer with an affinity for spotting retail trends long before they come into popularity, In 2018, Lizanne started a wellness platform to share insights as she travels the world trying new and ancient foods, herbal remedies and products that are said to increase energy, stamina, and promote wellness & longevity. She looks for clues from the past to help create a simpler healthier future. Focusing on four key pillars: Advisory, Pink Talented Angels, Food and Wellness, Lizanne's blog and website are an opportunity to share not only her experiences in building a national lifestyle brand, support (Advisory) and mentor (Pink Talented Angels) other entrepreneurs, but to go on an adventure to discover health and well-being through nutrition, traditional Chinese herbs, recipes, trends in food/food science, DIY natural beauty tips and reviews on organic products. With this "Third Act" in her life, Lizanne hopes to give back to entrepreneurs in the health, wellness and longevity industries to help empower them to bring amazing socially conscious products to market, and contribute to making our world a better and healthier place.

Lizanne divides her time between Los Angeles and her organic ranch in Ojai, where she raises her two children and tends to her avocado orchard & garden.

## Select Keynotes

- **Moderator/Panel Member**

Over her 20+ years in the health & natural food industry, Lizanne has been both a panel member and moderator at countless events, conferences and trade shows. She is a gifted speaker and a passionate advocate for living a healthy balanced life and supporting other entrepreneurs.

- **Think Ahead**

Lizanne navigated the complexities of the retail journey on-the-fly, learning how to manage buyers, formulators, co-packers, gender-bias and consumer demands all while posting double-digit year-over-year growth. She can speak to today's evolving retail landscape, and how the rise of Amazon, non-GMO foods and farm-to-table concepts are affecting the next wave of startups and entrepreneurs



- **Think Balance**

Increasingly more business leaders are seeking to boost their stamina, brain power, and find the proper work/life balance in their lives. Digital devices were intended to significantly impact the amount of down time we had, but the opposite happened. All work, and no rest causes stress which breaks down the body in countless ways - everything is affected: blood, gut, brain, muscles, skin, hair and more. Lizanne identifies the resources - health and wellness trends, emerging technologies, and natural product innovations - to empower us to live longer, healthier, happier lives.

- **Think Forward: Empowering Female Entrepreneurs**

Starting and building a business can be a rough-and-tumble experience, but the highly competitive, male-dominated food industry is among the most challenging. Lizanne provides critical insight, support, and industry connections to empower the next generation of entrepreneurs and their brands in the food, nutrition, and natural products categories. From modeling to founding thinkThin®, now her third act is focused around giving back and building a global community of female business leaders who are helping nascent entrepreneurs - and one another thrive.

Nurturing a strong female community will help reduce stress, provide accountability and help you live longer. It is in our nature to nurture

- **Think Health & Wellness**

Health & wellness pioneer Lizanne Falsetto's personal philosophy is simple: Self-love, eating well, and using natural products are the foundations for living a vibrant healthy life. Lizanne shares insights on her journey as wellness pioneer and looks to clues from the past - examining ancient foods & herbal remedies - and the limitless potential of food as medicine and our keys to a long and healthy future

- **Think Intuitively**

When Lizanne listens to her intuition success has always followed. Early on her inner voice told her to forgo a college basketball scholarship in favor of an overseas modeling contract that provided the opportunity to live in Japan, Australia, Italy, France and New York working with top designers like Giorgio Armani, Ralph Lauren and Donna Karan. While living in Asia, her hectic schedule helped identify a gap in the nutrition bar industry and her gut literally pushed to found the global lifestyle brand thinkThin® - which she sold to Glanbia in late 2015.

A firm believer in the power of intuition, Lizanne helps identify techniques and tips so that entrepreneurs can effectively tap into and utilize the power that lies within us all.

- **thinkThin®: A Founder's Story**

Starting a business out of a personal need is the most authentic way to establish a global brand. While modeling internationally, Lizanne identified a gap in the food industry and started developing a healthy on-the-go snack in her kitchen by adapting her Grandmother's cookie recipes which ended up revolutionizing the nutrition bar industry. The thinkThin® founder's story and selling her brand to a public company for \$217M will inspire and motivate.

## Select Articles

- [Badass Mamas Podcast, Ep. 30](#)

Episode 30: The New Feminism: How women are helping other women RISE UP with guest Lizanne Falsetto. Annie interviews Lizanne Falsetto, the founder of ThinkThin nutrition bars and the Pink Talented Angels. Learn how Lizanne built her multi-million dollar company from scratch out of her own kitchen, and what she is doing now to help female entrepreneurs succeed!

- [Upside: The Business Growth Podcast, Ep. 60](#)

Upside: The Business Growth Podcast, a podcast for entrepreneurs and leaders focused on finding the biggest possible upside in business, and in life. Featuring interviews with authorities in entrepreneurship, leadership, and business growth to help you on your journey of business and personal growth. Upside is hosted by entrepreneur, speaker, and bestselling author Rusty Shelton and sponsored by Advantage|ForbesBooks. In episode 60, Rusty talks to Lizanne Falsetto about her entrepreneurial journey, marketing and R&D.

- [Announcing Talented Pink Angels](#)

I am pleased to announce the launch of The PINK TALENTED ANGELS – an organization designed to bring women together to help one another thrive by opening up our hearts, minds & collective contacts for early-mid stage female entrepreneurs to take their businesses to the next level.

- [Women in Business Q&A: Lizanne Falsetto, Founder, thinkThin](#)

In 2000, after a decade of world travel and a successful career modeling internationally, Lizanne launched thinkThin. A foodie and nutrition enthusiast, Lizanne created a better-for-you, high protein nutrition bar for active women on the go. As the Founder and CEO of thinkThin, she steered her company to become a national brand to its place today as a multi-million dollar, household name. In November 2015, Lizanne and TSG Consumer Partners LLC announced the sale of thinkThin to global performance nutrition and ingredients group Glanbia plc for \$217 million.

- [Pink Talented Angels Event#3: Adele Uddo](#)

Last week, I hosted the 3rd Pink Talented Angels event at my home. Since it's still early days of the organization, I felt it important to keep the group small so that the entrepreneur spotlighted has an opportunity to speak to everyone attending. For those who don't know about Pink Talented Angels (PTA for short), it is an organization designed to bring female leaders and early/mid-stage female entrepreneurs together to help one another thrive by opening up our collective hearts, minds & contacts.