



Larvetta L. Loftin CEO BIO

Larvetta believes, ‘Your personal energy feeds into your business.’ She lives by that as the CEO and Founder of the L3 Agency (formerly L3 Eventeurs), a full-service marketing and communications agency focused on influencer marketing and delivering authentic content for brand engagement. For over 16 years, she and her company have been responsible for executing award-winning marketing and branding experiential campaigns for **Verizon, Bacardi, Toyota, McDonald’s, CVS Pharmacy, ComEd** and The **Chicago Community Trust**, to name a few. While growing her agency, Larvetta has also built an incredible career as a content creator, brand marketing strategist, authentic speaker, media personality, master networker, community advocate, author, and social entrepreneur. As a successful industry leader for over 20 years, she saw an opportunity to pivot her agency as a thought leader for women and millennials. She recently launched her own business web series, on Youtube under LarvettaSpeaks TV for women of color in Chicago to pitch for access for capital, resources, and expert mentorship. She also serves on the board of directors of the Chicago Leadership Team for Upward Women. Although she has received numerous awards for her personal achievements, she believes in a collaborative, relationship-based approach in her work. Just recently, she completed Northwestern Kellogg Advanced Management Program to advance her company’s goals. In 2018, she completed a full year of The Tuck Executive School of Business at Dartmouth (3 cohorts) as a Sundial Fellow. In her free time, she mentors and empowers young women and girls on creating scalable businesses- Her motto ‘doing what you love with kindness, grace, and excellence.’ For more info on her company, visit www.theL3agency.com and follow her socially at @larvettaspeaks.com or at Youtube@LarvettaLLoftin

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