

# Shannon Watts

*"Summoner of Women's Audacity"*



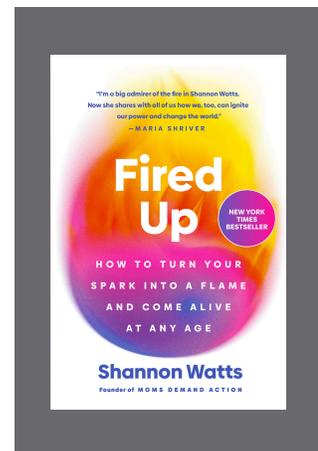
**Shannon Watts** organizes and mobilizes women to create political, electoral and cultural change. She was named one of *TIME*'s 100 Most Influential People, a *Forbes* 50 over 50 Changemaker, a *Glamour* Woman of the Year, a *WORTH Magazine* Worth 100 and a 2025 *Parents* Next Gen Award Winner.

She's the founder of Moms Demand Action, the largest grassroots group fighting gun violence in the U.S. During the 2024 election, she organized the largest Zoom gathering in history, mobilizing over 200,000 voters and raising over \$11 million in support of the Kamala Harris campaign, and co-hosted the weekly Women Wednesdays for Harris calls with Indivisible.

Her most recent book, *Fired Up: How to Turn Your Spark Into a Flame and Come Alive at Any Age*, was an instant *New York Times* and *USA Today* bestseller and led to the creation of Firestarter University and Bonfire communities, online and in-person gatherings to help women tap into their political, professional and personal power.

## Signature Topics

- ✓ Women's Empowerment
- ✓ Midlife and Menopause
- ✓ Women's Leadership



# Midlife Keynotes

## **IT'S NOT TOO LATE AND YOU'RE NOT TOO OLD: The Fertile Ground of Midlife**

After founding the nation's largest grassroots gun-violence prevention organization in her 40s and becoming a *New York Times* bestselling author at 54, Shannon Watts knows firsthand that the second half of life can be the most powerful. In this empowering talk, she reframes midlife as a launchpad for reinvention. She shares practical tools for redefining your identity, shedding expectations that no longer serve you, uncovering dormant desires, and identifying new passions for your second or third act. Shannon helps audiences see midlife not as a winding down, but as the moment to step fully into the fire of their burning passions—whether they are personal, political, or professional.

---

## **DISCOVERING YOUR DORMANT DESIRES: Breathing Oxygen into Old Flames**

Too often, women bury their deepest desires under layers of obligation, family, and work. Shannon Watts helps audiences reconnect with those long-forgotten passions and ambitions—the sparks that once lit them up but got sidelined by the demands of life. In this talk, she shares stories and strategies for uncovering dormant desires and bringing them back into practice. By giving voice to these hidden dreams, women reignite joy, creativity, and confidence in midlife and beyond.

---

## **THE EMPTY NEST IS AN INVITATION FOR REINVENTION: Turning Transition into Transformation**

For many women, the empty nest years bring feelings of loss, confusion, or uncertainty. Shannon Watts reframes this life stage as a profound invitation to reinvent—professionally, personally, and politically. From personal experience, she shares how letting go can open doors to new passions, careers, identities, and adventures. This talk inspires women to embrace transition as the beginning of something expansive and to design their next chapter with courage and clarity.