

FOUNDER STORY



Kathryn Goetzke is an entrepreneur, strategic consultant and global depression advocate. She is the entrepreneur behind Mood-lites™, a brand that achieved over 35 million dollars in retail sales launching the first national cause marketing campaign for mental health, raising over 1 million dollars. As her role as Chief Mood Officer at **The Mood Factory**, she is committed to getting people into the present moment through her new line of product based on how scents impact moods, and 21 Day courses teaching habits of how to live a positive, engaged, productive life.

Kathryn is a global mental health ambassador, overcoming her own battles with depression, anxiety, ADHD, PTSD and addictions through therapy, medication, lifestyle changes, and support. She lost her father to suicide at 19 and knows all too well the negative consequences of untreated mental health on both the self and the family system. She has committed her life to helping support others not only the treatment of mental health disorders, but prevention through lifestyle modifications and efforts in school.

Kathryn and her work has been featured in **Entrepreneur Magazine**, Home, InStyle, Family Living, Scholastic Choices Magazine, and on the BBC, WGN, CBS, Tasty Trade, and more. She has spoken at the **United Nations**, the Global Mental Health Movement Conference, at Mental Health Community Associations Conference, One Mind for Work, The Kennedy Forum, The World Bank, the Scent Marketing Institute, and more. Ms. Goetzke is a regular contributor to the **Huffington Post** and **PsychCentral**, and serves on advisory boards for **FundaMentalSDG**, **Y Mental Health**, **Women's Brain Project**, and the **Global Mental Health Movement**.

Ms. Goetzke is most proud of her work for **Hopeful Minds**, a program **iFred** developed to teach Hope to kids based on research it is a teachable skill. As hopelessness is the primary predictor of suicide and #1 symptom of depression, learning how to create, maintain, and grow a hopeful mindset is critical to prevention of anxiety, depression, and suicide. iFred sees Hope as a Human Right and is committed to making it free and available to all.

Kathryn has a Master of Business Administration degree in International Marketing Management from the University of St. Thomas, and a Bachelor of Arts degree in Psychology, International Studies and Biology from Winona State University. She currently resides in Reno, Nevada, where she enjoys hiking, meeting new people, hiking with her pup, skiing, and solving complex global challenges.



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