

Archita Fritz

Award Winning Global Marketeer and Proven Strategist



About

Archita is a LinkedIn Top Voice on Thought Leadership and works with organizations to execute their go to market strategies. She is the founder of Ready, Set, Bold, a fractional consulting practice with product marketing, cross functional fluency & workplace culture leadership.

Boldness

With over 20 years' leadership experience, Archita knows that boldness is not just a mindset, it's a strategy and one she's employed over the course of her career to create real impact and help businesses grow globally. Throughout her leadership roles which range from research and development to quality systems management and marketing she has always been passionate about emphasizing equitable workplaces.

Values

As former vice president of a large employee resource group within a Fortune 500 company, Archita advocated for inclusivity and psychological safety. Today, she amplifies these values as the chief marketing officer for Speak Out Revolution, a UK-based non-profit committed to ending the silence on workplace bullying and harassment.

Private Life

A proud Michigan Tech and Northwestern Kellogg alumni, Archita is based in Dusseldorf, Germany, where she and her husband are raising three third culture kids. She enjoys running and once owned a Bollywood Dance Studio.

Took a \$300+M business to \$1B in five years

Scaled a business within a new geography from \$9M to \$70M in four years

Host of Embracing Only, a Top 3% Podcast

Speaker Topics:

- Beyond Glass Ceilings: Thriving in the Workplace
- Empowered leaders build empowered teams
- Disrupting the status quo: lead by design not default
- Creating a speak up culture: scale and drive innovation

Website: www.architafritz.com

Email: archita@readyssetbold.com

Telephone Number: +491757305292

LinkedIn: [@architafritz](https://www.linkedin.com/in/architafritz)

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