

# BOFTA YIMAM

- Emmy® Award-Winning Journalist
- Corporate Trainer
- National TV Correspondent
- International Speaker
- Executive Coach & Business Owner,  
100% Women-Owned Company





# National TV Correspondent

DC-based National TV Correspondent Seen on CBS, BBC and Euro News

Emmy® and Edward R. Murrow Award-Winning Journalist

More than a decade of anchoring and reporting live on the morning and evening news for TV outlets around the country, including CBS National News.

# Dynamic Speaker

Sought after corporate trainer, passionate keynote speaker and professional conference host.

# Executive Coach

Storytelling, messaging & visibility in business, speech/pitch writer, presentation & stage performance.



18,000+



7,200+



17,000+

# Bio

Bofta Yimam is an Emmy® & Edward R. Murrow Award-Winning Journalist, DC-based National TV Correspondent, International Speaker, Executive Coach & Business Owner. She believes in embracing your Multi-dimensional Gifts™ and taking risks to create your own route to success -- and she reflects that in her own life. For more than a decade, Bofta has reported live on the morning and evening news for top TV outlets, including CBS National News, EuroNews and BBC. From the White House and the historical 2020 election to the Covid-19 response, Bofta has covered a wide range of stories that have appeared across the country. Today, she reports live each weekday morning on The Black News Channel, a National TV Network, where she covers top political stories. She reports on policies and legislation dominating Washington with a special focus on the impact to people of color. Bofta is the first Ethiopian-American newscaster to receive an Emmy® award.

As a powerhouse speaker and business owner, Bofta leverages her voice, story and mission on a global level through her Speak & Influence programs. From teenage depression to an award-winning

broadcasting career to building a successful business from scratch, Bofta is proof that you can merge your creative talents and natural gifts to create your own version of success. Bofta firmly believes that adversity has its advantages and there's incredible power in owning your compelling story, amplifying your voice and infusing your personal brand to help elevate your impact in business -- and in life.

From London to Africa to Pennsylvania, Bofta has captured live crowds with her insightful content, and dynamic delivery. During the pandemic, she continued to provide virtual keynotes that kept crowds engaged and informed. She is certified as a women-owned business (WBENC) and part of a select group of speakers who have earned the professional speaker designation by the National Speakers Association (NSA). She is also certified as a Minority Business Enterprise (MBE) with the National Minority Supplier Development Council (NMSDC). Bofta was recently honored with the Asian-African Chamber of Commerce & Industry International Leadership Award and the Black Business Review's Top 40 Under 40 Professionals. She's a graduate of the University of Maryland.

# Speaking Engagements

- Hilton Worldwide, Virtual Workshop Facilitator
- ASAE: American Society of Association Executives Great Ideas Conference 2020, Mainstage Speaker Salt Lake City, Utah
- Duquesne Light Annual Meeting, Keynote Speaker
- Pittsburgh Business Group on Health, Corporate Trainer
- African American Chamber of Commerce of Western PA
- BOAT U.S., Corporate Trainer
- University of Pittsburgh Institute of Entrepreneurial Excellence, Corporate Trainer
- Vistage Worldwide, Corporate Trainer
- National Association of Black Journalists in Baltimore, Corporate Trainer
- Your Ethiopian Professionals, “Change Agent Cultivating Social Impact Through Media,” Washington D.C.
- Media Forum “From Ferguson To Baltimore: How Facts, Fairness & Firsts Can Collide in Storytelling”
- Coro Pittsburgh Leadership Awards Pittsburgh, Pennsylvania
- Women in Film & Television International Summit Pittsburgh, Pennsylvania
- NAACP Human Rights Dinner & Centennial Celebration
- Oxford University Keynote Presenter
- Erie Chamber of Commerce Keynote Speaker, Erie PA
- Africa Fintech Summit Host Addis Ababa, Ethiopia
- Women in Leadership Conference: Institute For Supply Management Keynote Speaker Somerset, New Jersey
- Elevate NOW Conference Keynote West Palm Beach, Florida
- Global Thinkers Forum Gala Host London, England
- Ethiopian Community Fundraising Gala Keynote Seattle, Washington
- International Money Transfer & Payments Conference Host Miami, Florida
- Africa Trade & Investment Global Summit World Trade Center Host, Washington D.C.
- Prospanica Annual Conference Atlantic City, New Jersey
- Eastern Minority Supplier Development Council (EMSDC) Stellar Awards Pittsburgh, Pennsylvania
- Mid-Atlantic Podcast Conference Atlantic City, New Jersey
- EQT Supplier Diversity Event Pittsburgh, Pennsylvania

# As Seen On



# Sample Speaking Topics

## Inspiring Deep Connection: Weave Compelling Stories Into The Fabric Of Your Organization

Today, storytelling in business is more important than ever before to help you connect with people, humanize your company and maximize your impact. Discover top storytelling secrets and laser-focused messaging tips to help you craft quick and compelling stories -- online and from the stage -- that resonates with your audience and highlights your powerful brand

## Women In Leadership: Claim It With Confidence

If you choose to sit in the leadership seat, you must be intentional about showing up with confidence, power and collaboration. Learn how owning your story, commanding executive presence, amplifying your voice and infusing your personal brand -- inside the C-suite -- can elevate your career and impact

## Operating In Excellence: What Does That Require?

Get Up! Get Motivated! Learn my three key elements of excellence to help you overcome resistance and navigate as your highest self so you can operate successfully in any field you choose to enter -- including entrepreneurship or media



Bofta partners with you to understand the needs of your audience or team and tailors the programs to be immediately relevant and applicable.



# Corporate Trainings

Bofta is known for her high energy signature Speak & Influence corporate workshops and breakout trainings.

Her customized corporate trainings are created based on the needs and desires of your team. The first step is a phone call with Bofta to best determine the transformation, knowledge and takeaways that your group is seeking.

Topics include:

**Rock Your Next Presentation: Command Executive Presence & Influence Through Storytelling!**

**Navigating LinkedIn For 2021: How To Build Your Personal Brand + Land Leads Through This Dynamic Platform!**

**Unlock Your Power: Learn Laser-Focused Messaging Techniques & Visibility Tips To Help Your Business Soar!**

Interested in Bofta's customized Speak & Influence Trainings for your Group?

**Email: [info@boftayimam.com](mailto:info@boftayimam.com)**

# Testimonials

## **CHASE PATTERSON, NAACP**

“Bofta is talented concious and smart. Her capacities as an emcee and journalist are bar none. She is dedicated to the integrity of every story and event in which she is involved and she always delivers class and sophistication.”

## **BAKO AMBIANDA, CHAIRMAN OF THE AFRICA TRADE & INVESTMENT GLOBAL SUMMIT GROUP**

“Bofta has great energy on stage, very professional and really knows how to engage with the audience. If you’re an event planner you know things can go wrong, so it’s always important to have a professional who knows how to handle those tricky moments. Bofta was able to show us that and make our event a tremendous success. I would encourage any event organizer who’s thinking of working with Bofta, to do it.”

## **JINA MYERS, NORTHER VIRGINIA ASSOCIATION OF REALTORS**

“Time flies when you’re having fun, and that’s exactly how Bofta’s presentation at our association was today: F-U-N! Not only was she very professional, engaging, energetic and confident, but her material was insightful, relevant and well-structured. We’re delighted that we were able to collaborate with her on her presentation “Five Strategies to Become a Powerful Speaker and Effective Storyteller.” If you are looking for a presenter at your next event, we would absolutely recommend Bofta Yimam.”

## **YOUNG ETHIOPIAN PROFESSIONALS D.C.**

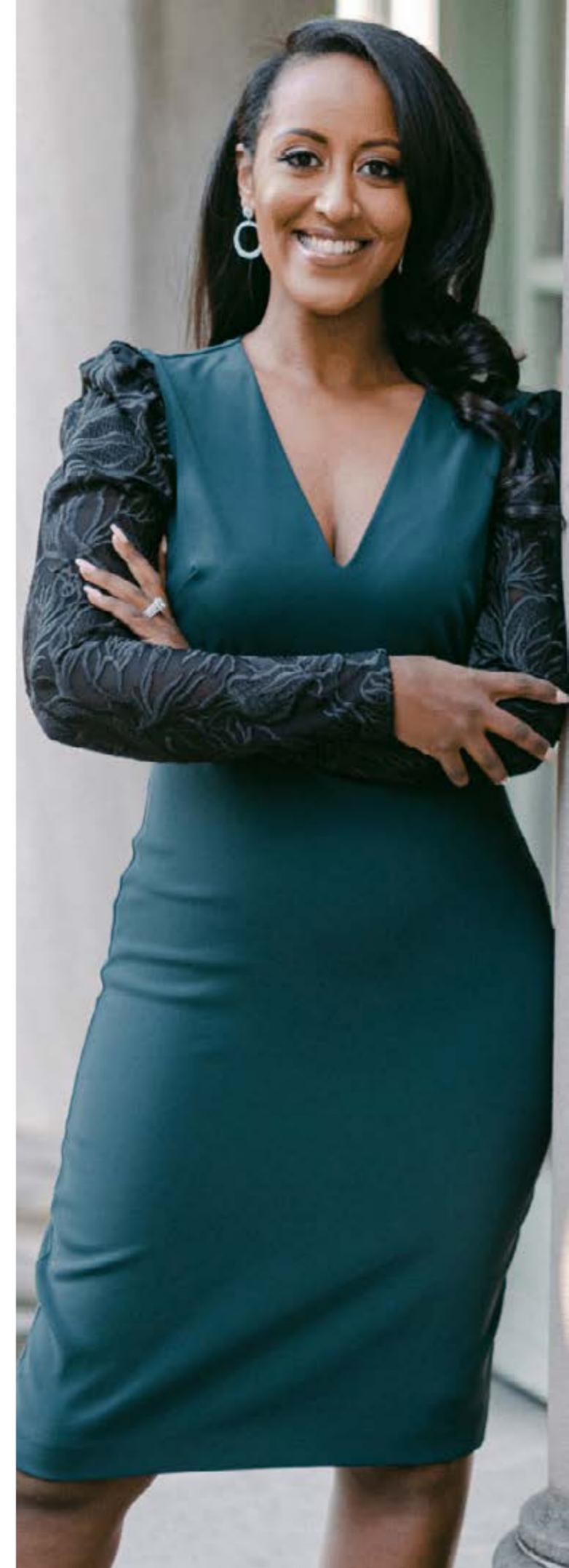
“Bofta Yimam is such a dynamic and engaging speaker. Her speech resonated with our audience of diverse professionals. She has a great ability to connect and inspire her audience. In her lively session, Bofta gave the audience clear tips and actionable suggestions.”

# Book Her

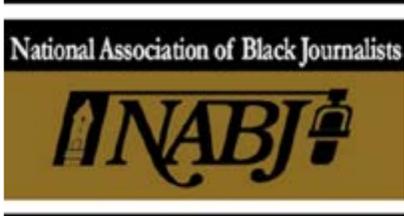
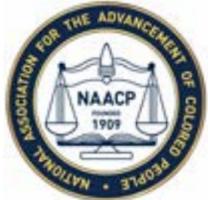
- **Keynote Speaker (Virtual or In-Person)**
- **Corporate Workshop Trainer**
- **Leadership Development**
- **Conference Breakout Session Facilitator**
- **Motivational Speaker**
- **Conference Emcee**
- **Gala Host**
- **Conference Panelist**
- **Online Teleseminar Panelist**
- **Voiceover**
- **Podcast Guest Speaker**
- **TV Commercials and Productions**

Bofta Yimam is a dynamic motivational speaker who mixes high energy storytelling and strong content to empower people. As a television personality, she understands the importance of catering the message to your particular group. Using her demonstrative abilities, storytelling and natural charisma, Bofta effectively engages your audience with relevant rich presentations.

She is available for your next event and you'll see her there arriving early, taking photos with the crowd and staying late. Bofta wants to help your event be a smashing success and over delivers to make that happen.



# Top Organizations Rely On Bofta's Experience



# Contact

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