

Official Biography for Bofta Yimam

Full Length Biography for Bofta Yimam

Bofta Yimam is an Emmy® & Edward R. Murrow Award-Winning Journalist, DC-based National TV Correspondent, International Speaker, Executive Coach & Business Owner. She has spoken to distinguished audiences in London, Africa and across the United States. Bofta is the first Ethiopian-American newscaster to receive an Emmy® award.

As a premier keynote speaker and founder of **StoryLede, a growing visibility and story-focused marketing firm**, Bofta is living proof that success is not a static object one obtains but a flowing fabric woven from life's trials and struggles that you wear as a banner of strength and resilience. She believes in embracing your Multi-dimensional Gifts™ and taking risks to create your own route to success — and embracing the challenges, too.

As trials go, here's some of the pieces that led to her resilient spirit:

- Experienced financial hardships as the daughter of Ethiopian immigrants who heavily supported other family members migrating to the United States
- Fought teenage depression after her family lost their home to foreclosure; managed to pay her own way through college
- Battled her way into the broadcasting world as a minority woman with no “inside connections”
- Encountered a financial ceiling in corporate and realized the best way to remove it was to start her own business. Simultaneously, she felt the overarching need to “play bigger,” develop her own brand and spread her gifts and talents on a global level
- With the odds stacked against her, **Bofta found strength, resilience, and confidence to overcome each obstacle.**

And each experience gives her another thread to weave into the story of her life that she now uses to inspire others to play bigger, launch their visibility and communicate their powerful message.

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.

Bofta is a sought after speaker, workshop organizer, and coach that helps audiences and clients **recognize the power of stories and how to leverage them to create clarity and confidence in your business and your brand.** Her boutique marketing and visibility firm has helped hundreds of experts play bigger and be seen through their voice and their compelling story -- leading to higher impact and revenue. She specializes in helping industry leaders transform their knowledge and expertise into compelling content marketing and presentations.

She's on a mission to challenge you to explore your experiences so you can **own your story, lean into your power** and **communicate your expertise** allowing you to win in business — and in life. From Story Design to **Visibility in Today's Digital World**, Bofta helps you become your own **marketing magnet** to help **generate impact and revenue** -- with ease.

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 plethora of stories that have appeared across the country. She also previously worked as the Capitol Hill Correspondent for The Black News Channel, where she covered policies and legislation dominating Washington with a special focus on the impact to people of color. From the NAACP to Gabrielle Union-Wade and Hollywood directors, Bofta has anchored shows and interviewed a wide range of change agents who are leveraging their voice to make a difference.

During the pandemic, Bofta continued to provide virtual keynotes that kept crowds engaged and informed. Throughout the years, she has also dazzled live crowds at powerful events held in London, D.C., Africa and beyond -- capturing crowds with her insightful content, and dynamic delivery. 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). Speaking clients include Hilton Worldwide, ASAE, Oxford University, EMSDC and Duquesne Light.

Bofta 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.

www.boftayimam.com www.storylede.com

