

Theo Prodromitis learned business values, ethics and drive at an early age from her boisterous, business-savvy, big Greek family. She opened her first retail venture at age 8, and naturally thrived amid the science and craft of her entrepreneurial successes. Decades later, her experience and leadership among retail, service and marketing industries make her a sought-after spokesperson and fierce advocate for the interests of women in business and small business leaders nationwide. Theo's expertise spans business development and intellectual property considerations to manufacturing and logistics, marketing and strategic communications.

After the recession of 2008, Theo sought viable retail options to survive and grow her business. Under her leadership as [Co-founder and CEO of Spa Destinations](#), the company became an early adopter of the emerging Amazon Marketplace platform. This pivot rocketed the post-recession growth trajectory of Spa Destinations, and in 2016 Theo was selected for the Amazon Women's Entrepreneur Conference. Theo spoke on behalf of Amazon Lending at Amazon's BOOST Conference and at Amazon Headquarters. The Amazon platform has been key in helping her business thrive and grow in an extremely competitive environment.

After more than twenty years of experience as a national sales and marketing executive, and as [Founder and CEO of Out Front Brands](#), Theo today consults with companies ranging from start-up ventures all the way to Fortune 500 companies. She specializes in the areas of sustainability, white space analysis, public purpose partnerships, and fast-growth businesses. Together with Out Front Brands, these companies develop their unique brand DNA, align marketing communication in its service, discover opportunities for corporate evolution, and implement creative e-commerce for profit and growth. Her advocacy and public speaking brand is [Connect With Theo](#) where she was featured at the Global Entrepreneurship Initiative at the United Nations Headquarters in 2019. She is an executive producer on the documentary film "Dreamer" featuring self-made entrepreneurs including Dean Kamen, inventor of the Segway and portable insulin pump.

Theo was nominated by Amazon and received the 2018 [National Retail Federation](#)'s "Champions of Retail" Award. As an honoree, Theo lobbied Congressional leaders on behalf of the 42 million people who work in retail in the US, and she now serves on the NRF Small Business Retail Advisory Council. She recently released ["The Success Formula"](#) that she co-authored with Jack Canfield (author of Chicken Soup for the Soul).

Theo is a dedicated mother of three teenagers and donates her time and funding to numerous philanthropic causes. These include The Joyful Heart Foundation, FIRST Robotics competition, Working Women Foundation providing seed money for female entrepreneurs. Theo lives the Greek imperative of "Philotimo" which means love of honor or honoring your gifts for the greater good.