

LARISA TROCHE

SPEAKER OVERVIEW

Business Strategist | Author | Speaker | Host

Helping experienced women turn what they know into what they own.

ABOUT LARISA

Larisa Troche is a business strategist, author, speaker, corporate leader, real estate broker, and investor who helps experienced women transform decades of knowledge, career capital, relationships, and earning power into greater income, ownership, and options.

Through her **Make It. Mind It. Multiply It.** philosophy, Larisa helps women intentionally build income, manage what they have created, and multiply their knowledge, resources, and assets into a more financially powerful next chapter.

She brings nearly five decades of professional experience across leadership, business operations, real estate, affordable housing, and entrepreneurship, and hosts the long-running *Divas, Diamonds & Dollars* podcast.



You are not starting over. You are starting with something.

SIGNATURE SPEAKING EXPERIENCES

THE MIDLIFE PORTFOLIO

Turn What You Know Into What You Own

A practical look at careers, businesses, investments, intellectual property, and income streams as a portfolio of assets. Participants identify underused assets, turn expertise into opportunity, and design a next chapter with more ownership and choice.

MAKE IT. MIND IT. MULTIPLY IT.

Building Income Is Only the Beginning

Larisa's M3 framework helps women move beyond simply creating more income: MAKE IT through career, business, and opportunity; MIND IT by managing money, time, systems, and resources intentionally; and MULTIPLY IT into assets, investments, intellectual property, and sustainable wealth.

THE MIDLIFE ADVANTAGE

Reinvention Without Starting Over

Midlife reinvention is not about erasing the first act. Larisa helps experienced women recognize the skills, relationships, credibility, lessons, and evidence they already possess - and use those assets to make more strategic career, business, and financial decisions.

MORE WAYS TO ENGAGE

BUILD THE CEO BEFORE YOU QUIT THE JOB Use Your Career as a Launchpad, Not an Escape Plan	MULTIPRENEURSHIP WITHOUT THE MADNESS Multiple Income Streams Without Multiple Full-Time Jobs
YOU, EVERYWHERE, NOW Turning expertise into visibility, authority, and opportunity	AI FOR THE ALREADY-BUSY WOMAN Using accessible AI and technology to expand capacity without building a huge team
WOMEN, MONEY & THE NEXT CHAPTER Moving from earning and saving toward ownership, assets, and financial optionality	LEADERSHIP AFTER THE TITLE How experienced women build influence, mentor others, and define leadership beyond position
PROPERTY, PURPOSE & PROFIT Lessons from decades of real estate, affordable housing, and community development	

WHY LARISA

Nearly Five Decades of Leadership & Business Experience

Decades of managing people, operations, budgets, properties, businesses, and change - not theory alone.

A Practitioner, Not Just a Commentator

Larisa has built businesses, invested in real estate, led large operational teams, and developed the systems she teaches.

250+ Episodes Behind the Microphone

As host of *Divas*, *Diamonds & Dollars*, Larisa translates complex ideas into conversational, useful takeaways.

Proven Executive-Level Results

Her career includes securing an approximately \$10 million HUD rent increase for a cooperative housing community through strategy, financial analysis, advocacy, and execution.

Structure + Strategy + Possibility

A U.S. Air Force veteran with an MBA and decades of operational leadership, Larisa brings structure to conversations about reinvention, ambition, and entrepreneurship.

A Voice for Experienced Women

Her work speaks directly to women who know they still have something meaningful - and profitable - to build.

SELECTED RECOGNITION & CREDENTIALS

Black Leaders Worldwide - Top Global Leaders, 2025 | Black Leaders Worldwide - Women to Watch, 2026 | Author of *From Grim to Great*
U.S. Air Force Veteran | MBA, Business Administration | Licensed Real Estate Broker | Certified Housing Professional

IDEAL AUDIENCES

Women's leadership conferences | Professional women's associations | Entrepreneurship & small business events | Corporate women's/employee resource groups | Financial wellness programs | Midlife & reinvention conferences | Real estate & housing organizations | Leadership development programs | Podcasts, summits & virtual events

BOOK LARISA

Speaking | Podcasts | Panels | Workshops | Interviews

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