

heidi floyd



Cancer Patient, Advocate, Experience Expert

A 2-time cancer patient, Heidi's story of hope and perseverance has been requested at global events for over a decade. Having lost her mother to breast cancer at a young age, she faced her own initial diagnosis as a wife and mother of 3 very young daughters – and pregnant with her son. The challenges faced during that journey inspired her to advocate for others for as long as she is able. Heidi has been invited to speak at corporate events, conventions, Boards of Directors, personal fundraisers and religious institutions across continents. Her main speaking topics are Hope, Perseverance, Compassion and Community.

The advocacy work has led to myriad invitations to participate in other spheres of influence. Heidi has been asked to join the Grant Boards for both the American Cancer Society, Department of Defense, NCCS and the American Society of Breast Surgeons Foundation. Reaching far beyond breast cancer, her advice regarding optimism and resilience became a feature for speaking engagements during the Covid-19 global pandemic. Pivoting to virtual presentations in lieu of live events, she spoke to organizations around the world.

Her speaking engagements include: Google, Ford Motor Company, Forbes, Reuters, Estee Lauder, the US Department of Defense, The National Consortium of Breast Centers, Abbott, the American Cancer Society, Susan G. Komen, Soroptimist International, WellStar Health, Vera Bradley, Archdiocese of Indianapolis, Mass Mutual, EyeForPharma, Evidence Life Science, Four Stars, Pharma Forum, Informa Connect, National Coalition for Cancer Survivorship, Patient Centricity and Global World Congress, among many others.

Heidi's written work has been included in the New York Times, CNN, the Huffington Post, and her published book "In A Word" is housed in the Library of Congress.



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