

Meet Kathy Snowden

Introduction by Jane Tornatore

I knew I was going to like Kathy Snowden right away. We both went to college in Northfield MN, whose motto is “Colleges, Cows, and Contentment.” Kathy has her own motto, which I will tell you later.

Kathy Snowden was a leader early in life, becoming a vice president at Eddie Bauer at age 26.

For over 25 years she continued to rise in the retail world, working for Payless, Stride Rite, and Wolverine Worldwide. In her last position, she led 3,200 employees and 400+ stores across the US and Canada. She loved retail, and chose that over going to law school, which her dad was gunning for.

She spent much of her career turning around under-performing stores and regions, racking up many successes and consistently achieving beyond what people thought was possible. Kathy Snowden’s motto is: “If you think you can, you will.”



For Kathy, it’s all about the people. She is a different kind of leader. She is a competitive individual—she knows what she wants. She also knows everyone adds value; it is important to find the right people and develop the talents and strengths of the entire team.

Taking the most meaningful part of her career, her passion for people and strategic development, Kathy established her own company, *My Best Self*. *My Best Self* focuses on coaching, recruiting, training, and developing people to exceed their own expectations. She helps people know themselves and what they best contribute. She engages their passions and strengths so they achieve satisfaction and success in their own career.

Kathy was just inducted into the VIP Women of the Year Circle by the National Assoc. of Profession Women, which boasts 850,000 members.

Kathy has a life partner Jeff, and her son Jamie and his wife Anjali live in Ballard.

She’s an easy-going gal, on the personal side. Among the many things Kathy loves are sport-fishing (she’s caught two marlin), travel, cooking, golf, and collecting art, including Salvador Dali and Peter Max.

Kathy Snowden’s proposer is Jan Levy, and we are lucky to have her in Seattle 4.