

Bobbie Knox | Execution Strategist + Business Architect

Founder of The Apex Suite | Host of Not Here to Play Small

Bobbie Knox is a powerhouse Execution Strategist and Business Architect helping ambitious women turn bold visions into real-world results. As the creator of The Apex Suite, a collection of high-performance experiences including The Apex Execution Lab, The SheSpace Experience, and The Mastermind Dinner City Tour, Bobbie is redefining what it means to build a business that moves with clarity, confidence, and courage.

A U.S. Veteran and multi-business founder, Bobbie built her legacy from the ground up leading a studio, producing countless in-person and virtual experiences, and mentoring women across industries to execute at their highest level. Her brand is rooted in action, not theory, combining strategic precision with bold execution to help women stop playing small and start building businesses that work.

Through her new podcast series and upcoming book, Not Here to Play Small, Bobbie shares her unapologetic lessons on goal setting, leadership, and building a business with purpose. Her work and signature framework, The Apex Strategy, continues to inspire a global community of women ready to do it afraid and build what they were born for.

When she's not leading global experiences, you'll find Bobbie mapping out her next big idea, vision board nearby, and one mission in mind: helping women move like giants.