



STEFANIE COUCH — FULL BIO

Stefanie Couch is the Founder and CEO of Grit Blueprint, a visibility, media, and growth partner for the building industry. She helps leaders build personal reputations that open doors and companies build brands that earn trust before the first conversation.

A third-generation building supply insider with over 30 years of industry experience, Stefanie has sold lumber, windows, doors, and hardware and has worked inside dealers, distributors, and manufacturers. She brings that experience to every stage, every advisory engagement, and every system Grit Blueprint builds.

Through Grit Blueprint, Stefanie and her team help manufacturers, distributors, dealers, and building industry leaders get seen where decisions are forming, build trust before sales is involved, and become unmistakable in their market. Grit Media and Grit Studios in Clayton, Georgia provide video, podcast, photo, and media production that turns real stories into lasting proof.

Stefanie is a Gallup Certified Strengths Coach, LinkedIn and personal brand expert, and a practical AI adoption and AI search optimization leader for this industry. She has spoken on over 50 stages including events for Walgreens, Verizon, Do it Best, The ESOP Association, National Glass Association, and the International Builders Show. She is the host of the Grit Blueprint Podcast and Behind the Build, and the writer behind the Built to Win newsletter.

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