

HAPPINESS HUSTLER

Loretta *Bates*

Inspirational speaker, Zumba® Education Specialist, wellness coach and founder of WELL with Loretta. Relentlessly attempting to inspire the world.

213K
INSTAGRAM

171K
FACEBOOK

87K
TIKTOK

26K
YOUTUBE

Let's live life lifted...together!

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Who am I

A speaker of multiple languages who has lived on 3 continents and visited more than 100 countries, and a graduate of the University of North Carolina at Chapel Hill with honors in International Studies and French. I am what you would truly call a citizen of the world.

Being bi-racial, I know what it means to struggle with self-confidence and to wrestle to find my worth. I believe it is my calling to join with others, regardless of heritage, nationality or upbringing, on the journey of finding their sense of value, passion, purpose and beauty.

Career highlights

- Collaborated with artists like Meghan Trainor, Machel Montano, Grupo Niche, Jenn Morel and JPerry
- Leads the Zumba® on-demand instructor trainings
- Featured in multiple video games on Xbox and Wii
- Featured in instructional videos sold globally
- Experience in radio and live television, including Good Morning America
- Featured in Glamour Magazine Russia
- Worked with Nike, Nine West, Hoka, Therabody, Nivea, AFAA, NASM, HSN and more
- Founder of WELL with Loretta, WELL Escapes and ALL OVER ME skincare

“Loretta Bates is one of the most amazing people we have ever worked with. She made Zumba® better in a million different ways and I can't say enough about her.”

ALBERTO PERLMAN, CEO, ZUMBA® FITNESS



CERTIFIED WELLNESS
COACH

CERTIFIED NUTRITION
COACH

CERTIFIED PERSONAL
TRAINER

CERTIFIED GROUP FITNESS
INSTRUCTOR

INSPIRATIONAL SPEAKER

ZUMBA® EDUCATION
SPECIALIST

Personal highlights

- Performed in more than 100 countries
- Speaks English, French and Spanish
- Lived on 3 continents
- Avid hater of all things chocolate
- Mom, wife, lover of God and life

“She doesn't just teach her class, she INSPIRES and MOTIVATES!! She brings people together!!”

CINDY S.