

B I O G R A P H Y



JEN GROOVER

Empowerment and Business Expert, Entrepreneur, Author & Speaker



Jen Groover has been tagged by SUCCESS Magazine as a “One-Woman Brand”, a “Creativity and Innovation Guru” and a leading “Serial Entrepreneur” by Entrepreneur Magazine and ranked #8 by SAP in the Top 51 Influencers of Human Potential. Her name has quickly become synonymous with innovation, entrepreneurship and evolution. She is a serial entrepreneur who's gone from guest-hosting spots on QVC to inking deals with some of the industry's biggest heavyweights.

Jen was recently nominated as a UN delegate to the first ever Global Accelerator for the Global Entrepreneurs Council. She also made history at the New York Stock Exchange, as a member of the first all-female group to ring the opening bell and made Forbes' list of “50 Founders You Need to Follow on Twitter”. An international motivational speaker for 20 years, Jen's energy and multi-faceted, diverse wisdom make her a highly sought after speaker on business, leadership, empowerment, emotional intelligence, healthy living, and enhancing productivity. She has recently been added to the prestigious list of TEDx speakers. Her influence and leadership has aligned her with brands where she has had various roles as a spokeswoman and consultant such as USANA Health Sciences, Avon, Verizon and SkyMall. Jen serves as a board member for organizations such as Career Wardrobe, Wish Upon a Hero Foundation, Pride & Glory, Zee Mee, VUID, World of Humanity and CNN Hero award-winning non-profit, Back on My Feet. She is also an advisor/partner for Thuzio, an innovative sports management and sports entertainment company started by Tiki Barber and Mark Gerson.

Her success skyrocketed with the creation of the Butler Bag, the world's first compartmentalized handbag, that became a multi-million dollar brand, and has

not stopped since. Jen spring-boarded the Butler Bag's success into an entire lifestyle brand, found at a variety of price points and well known retailers. This led to the creation of subsequent lifestyle brands, Leader Girlz, and Empowered by Jen Groover. Leader Girlz teaches young girls empowerment through play, while the recently launched "Empowered by Jen Groover" brand, comprised of a one hours PBS special, an upcoming book and a variety of consumer products that encompass her insights and inspire people to live life with passion and purpose.

The success and momentum of Jen Groover's empowerment movement has led to the vision and launch of the Empowered Economy Initiative. This new initiative encourages corporations and universities to combine efforts in order to educate and support small business owners and entrepreneurs in their communities, thereby stimulating the economy. It has also led to the development of Jen's upcoming, highly integrated tech platform, "Empowered for Purpose," which will serve as a foundation for further expansion of the "Empowered by Jen Groover" brand.

Jen is a top business and lifestyle contributor and content creator for major television networks such as ABC, CBS, CNBC, NBC, Fox News, Fox Business News and The CW. Jen also contributes editorial pieces to several prominent business magazines and online resources including The Huffington Post, Entrepreneur Magazine, Positively Positive, The Daily Love, and HealthyStyle NY. Her products, brand and work have been featured in hundreds of media outlets including O! The Oprah Magazine, Redbook, People, US Weekly, SUCCESS and Entrepreneur.

Jen's passion for inspiring others to realize their greatest potential on all levels was originally realized in her first business right out of college in the fitness industry and as a National level fitness competitor. This continues as the driving force behind her many successful brands. Jen's diverse experiences and businesses span many different industries, from fitness to fashion to sports management and technology. She constantly motivates and inspires through her keynote speaking engagements for corporations, universities and organizations all over the world. She is also an advisor/mentor to top level executives, professional athletes, and celebrities, to guide them in maximizing their own potential and brands. Jen continues to strive toward her ultimate goal, which is to innovate in every industry she is inspired to play in, while empowering others to achieve their goals. Jen is more than a multifaceted, multitalented individual – she is, undoubtedly, a force to be reckoned with. Jen believes in active participation and lives by the belief that "if you are going to complain about something you better be willing to do something to inspire change."