

## 2024 Awardee Bios

### Listed alphabetically by country and noted with the nominator

#### Bahrain/Bahrain Business Women's Society

#### Manar Sirriyeh, Managing Director, Design Studio-Architects, www.designstudio-architects.com

Manar started her award-winning design firm 13 years ago after working 15 years in a ministry of Jordan where she was Senior Urban Planner. The firm focuses on both commercial and residential design with an eye for urban planning, renovation and conservation. In 2015 the firm won "World's Best" International Property Award, showcasing their dedication to delivering world-class architectural solutions. Manar is a member of numerous organizations related to engineering and design In Bahrain and has won several prestigious awards for her work. She also contributes to academia by serving on advisory boards for architectural and design programs at local universities.

The company primarily does business in Bahrain and other Gulf countries but wishes to expand further in the MENA region as well as internationally.

#### **Bahrain/UNIDO**

#### Fadheela Mohamed Al-Shehabi, Co-Founder, Arterior Design Studio

Founded 6 years ago, the company focuses on interiors projects and furniture, lighting, textiles, home décor and product designs of every scale. Employing a multidisciplinary team of designers, artists, craftsmen and interior architects, it has the ability to work on several different projects, offering innovative modelling and design. Al is also used in their work, discovering higher functionality. Fadheela wishes to be the biggest bespoke furniture-manufacturing company, offering the highest standards in both living and working spaces. Fadheela's planning and work includes adaptability, maintenance requirements, innovative materials, advanced manufacturing techniques, smart furniture with a focus on multi-functionality.

## The company does business in Bahrain, KSA, Qatar & Kuwait. Fadheela wishes to expand to Italy with their unparalleled design culture.

#### **Bolivia/Bolivia Chamber of Commerce**

#### Regina Rozenman Attie, president, Consorcio Publicitario Rozenman S.A., www.consorciopublicitario.com

At just 21 years old Regina co-founded her first advertising agency and eventually she founded Consorcio Publicitario 29 years ago. It is a very successful advertising agency which today, is the largest in Bolivia. Regina has also founded two new agencies, each with a specific purpose: one focused on digital media and one a media advertising agency specializing in data, ATL and planning. She also has invested separately in both retail and food industry companies. Regina plans to

grow her digital services 30% and to support women in the industry through paid internships so that they have economic strength. And she will open offices in Paraguay.

The company does business in the US, Peru, Chile, Colombia, Argentina, China, Brazil, Ireland and Holland. Regina would like to expand to Spain, Paraguay, Uruguay and other Spanish-speaking countries.

#### Ghana/Ibukun Awosika

### Dedo Kofi, CEO, Niche Expressions, <u>www.nicheexpressions.com</u>

Dedo started her company 14 years ago focusing on high quality, unique and cultural retail and gifting. In Ghana, end -ofthe-year gift giving is a cherished tradition and Dedo saw a gap in the provision of high-quality, sophisticated products. She also began offering services to corporations and grew to include gifting for weddings, birthdays and more. Each box they create is curated and beautifully presented, providing an expression of love, gratitude and connection. With a dedicated staff who share the same values, Dedo plans to establish a trading company in China, launch Afrocentric products worldwide, and open a flagship store in Dubai.

## Niche is currently doing business in South Africa, China & the UK with growth planned for Dubai, and further into Europe with expansion in China as well.

#### India / Federation of Indian Chambers of Commerce – Federation Ladies Organization New Delhi

#### Ruby Garg, Managing Director, Indus Appliances PVT, LTD, <u>www.indusgroup.co.in</u>

25-year-old Indus Appliances manufactures appliances, water heaters, fans, air coolers, etc. Ruby started the company with just 20 employees and now has a strong team of 1250-- 600 of which are women. There is a large R&D component of the business with complete facilities for designing, prototyping, testing and final product production. Soon the company will start to manufacture washing machines and air conditioners, entering the white-goods business. Indus also started a Skilling Centre with FICCI Flo to provide education and training for women. Ruby was also chosen "Best Women Entrepreneur' by the president of India in 2010.

# The company is currently doing business in UAE, UK, Nepal, Sri Lanka. Ruby would like to grow in South Africa, Kenya, Bolivia, Tanzania, Saudi Arabia & the US.

#### Dr. Prangyan Paramita Mishra, Co-Founder, Carcinova Cancer Hospital, www.carcinovacacerhospital.com

Carcinova was founded in 2020 and has become the stand-alone super specialty cancer hospital in Eastern India. Prangyan & her co-founder have expanded to provide all types of state-of-the-art treatments for cancer patients including surgical, medical, radiation oncology and nuclear medicine. In addition, they introduced HALCYON radiotherapy which is the most effective, safe and non-toxic cancer treatment available. Their forte is cancer prevention through awareness, diagnosis, imaging and treatment, utilizing the skills from top doctors all across India. Dr. Prangyan is a qualified dental surgeon with masters in hospital administration with 20 years experience in cancer care.

# Currently the hospital services patients from all over India. Prangyan wants to continue to grow in India but also wishes to expand overseas by establishing multiple hospitals.

#### Reena Mishra Vashisht, Managing Director, Thinkingbeyond Interiors Pvt Ltd, www. Thinkingbeyond.co.in

Reena started her company 12 years ago with just a team of 3 and now has over 85 employees. She has grown the business from starting her manufacturing unit in a cow stable to a full-fledged, 40,000 sq ft factory. The company's focus is on unmatched craftsmanship in furniture and delivering the best quality finished products using state-of-the-art German-made machines. Reena's strengths lie in her implementation of innovative strategies, identifying trends and keeping up with market shifts to keep her company on the cutting edge. In the future, the company will enhance its client base by offering additional design services.

The company caters to clients in India, Nepal, Bhutan, Myanmar & Bangladesh. Reena wishes to make connections in Europe.

#### **Italy/CONFAPI**

#### Luigina Barbuio, Architect, Atena Lux ARL, www.atenalux.com

After her education, Luigina began her own company after learning the technical lighting fixtures business from her family's focused enterprise. She expanded her company to include several different lighting products for hospitals, dental practices and lighting fixtures for champagne cellars. Her vision has been to be innovative, flexible and always open to developing new dimensions of lighting. Her dedication is also to consistently training and improve hard skills and technical expertise for her employees to keep the company on top of latest industry trends and improvements. Luigina also promotes greater professionalism and connectivity for women in business.

The company exports to over 40 countries. Her targets for growth are Kazakhstan, Saudia Arabia and the US and Canada.

#### **Italy/Turin Chamber of Commerce**

#### Maria Luigia Ghiggia, CEO, A.M.I.S. SRL, www.amis.it

The company is a family business where Maria worked in many facets of the business and developed her expertise. A.M.I.S. focuses on metalworking & hydraulic branches involving valves, automatic air feeders, water boosting systems and other pressurized/spraying groups. They have several of their own brands and continues to expand in specific sectors as the need arises. In 1999, devoted to the global market, the company began its system certification process and has successfully obtained the ISO 9001, 14001 and 45001 certifications. Born into a family of entrepreneurs, Maria has continued that heritage and has taken the 72-year-old company to new heights.

# The company does business in Europe, Israel, UAE and China. Maria is intending to expand to the US, African nations and Mediterranean countries.

#### Martina Minella, Founder/Manager, Reale Mutua Insurance/Cavour Evo Division, www.realecavour.it

After working in banking for several years, Martina and her husband started their own division of Reale Mutua, Cavour Evo. It has become the largest of Reale's agencies and is now one of the top 10 insurance agencies in Italy. Managing a team of 60 and servicing 22,000 customers, they offer full insurance consulting and coverage in all areas of the industry. Martina wishes to grow the company into a digital, innovative, dynamic agency with ISO 14001 certification in the coming years. Her goal is to continue to offer clients service with integrity and transparency, care of everyday well-being and to offer responses to their needs.

# Currently the company is doing business in Italy but Martina is looking at the internationalization of Reale Mutua to expand in the future to other countries.

### Cristina Tumiatti, Business Development Chief, Sea Marconi Technologies sas, <u>www.seamarconi.com</u>

Cristina joined the family business and fell in love with its mission to make the energy sector safer, more sustainable and more innovative. The 56-year-old company focuses on energy and the environment, with sustainable solutions for the management of transformers and other electrical equipment filled with insulating fluids (core business). They have developed innovative and patented solutions such as Chedcos, a technology that removes harmful compounds from insulating fluids, reducing the environmental impact. They currently collaborate indirectly with countries around the globe. Cristina is proud to lead a company focused on inclusivity as well as leaving a positive impact on the world.

#### Sea Marconi works indirectly with 30 countries and would like to expand to Nigeria, Thailand, Indonesia & India.

### Kenya/Ace Health

#### Catherine Wanjiku Irungu, Billionaires Limited

The company was founded 9 years ago and deals largely with the importation of fast-moving goods and commodities. They currently import sugar, rice, maize, legumes and other foodstuffs. On the export side they supply fresh produce such as dried herbs, avocados, mangoes and beans. Catherine's leadership has spread beyond just her company and she is looked to by many Kenyans for guidance and motivation as she started her business when she was in her 20s. The company will expand into a modern industrial park for the sorting, storage, parking and security for their goods in the future.

### The company is doing business in Kenya, Uganda, Zambia, Egypt, Swaziland, Malawi, Pakistan and Brazil, Israel, Saudia Arabia and UAE. Catherine wishes to continue expansion in Africa and the Middle East.

#### Joyce Kariuki, CEO & Founder, Dignity Traders Limited, <u>www.dignityafrica.co.ke</u>

Joyce started her career in accounting but fell in love with technology, undertaking various IT certifications. She started her first company in 2001 and after 16 years, she changed management and the name. The company has evolved to become a major IT solution provider in Kenya. Joyce's goals for the next 3-5 years are numerous but they all have the common root of helping to propel the business forward. Her commitment to support her community is also first and foremost for her with a focus on supplying paid scholarships for orphaned children.

## The company is doing business in Ethiopia, Tanzania, Somalia and Kenya. Joyce wishes to expand to Rwanda, US, China & India.

#### Mongolia/Mongolian National Chamber of Commerce

#### Chimedzaya Galsandorj, Founder, CSL LLC / Shoe's Love

Establishing her company 18 years ago, Chimedzaya focused on dry cleaning, shoe restoration and disinfection. The services offered address domestic culture and daily family needs to meet professional standards-based delivery. She trained staff in Shanghai and established Mongolia's first shoe salon. The company has restored, cleaned and returned almost one million pairs of shoes, avoiding about 655 tons of waste and 370,000 pieces of clothing, minimizing the environmental impact of what would have been waste. Chimedzaya's dedication to the environment, reduction of waste and improve the quality of life have made her a leader in her community.

## The company currently is Mongolia but also has relationships in France, China, Poland & Germany. They wish to grow in China, Europe and other Asian countries.

### Dulmaa Gombo, Executive Director, Bayantooroin Burd JSC

After working in the food industry, gaining experience and knowledge, 32 years ago Dulmaa started her company providing high-quality grains, barley and beans. Her goal was and is to spread healthy, eco-friendly organic products across Mongolia, working particularly in remote areas of the country. Over the years the business expanded to serve all 21 provinces of Mongolia. Dulmaa has also supported social initiatives such as providing animal feed to livestock farmers and assisting vulnerable groups through the Red Cross. Her vision is to transform the company into a globally renowned leader in the beans, barley and grain industries.

Dulmaa wishes to open up connections beyond Mongolia to both Russia and China due to the proximity of the countries to Mongolia. Also she is interested in the American and European markets due to the demand for organic, natural and sustainably sourced products.

### Nigeria/IESE

#### Damilola Olokesusi, CEO & Co-Founder, Shuttlers Metropolitan Mobility Company, www.shuttlers.co

Damilola founded the company to transform urban mobility and launched SheMoves, an all-female shuttle service sponsored by Ford which is impacting over 600 female professionals. She was recognized by Forbes as one of the top "30 Under 30" entrepreneurs and subsequently raised \$5.6m in equity funding to expand the company across Africa. The company has provided over 7 million trips, significantly improving daily transportation for thousands of users. Damilola has received several awards and recognitions for her innovative thinking and dedication to improving lives. In addition to growing her business, she is involved with several social impact projects and organizations.

The company's goals are to grow beyond Nigeria to other countries with large urban transportation opportunities. Countries such as Cote d'Ivoire, Kenya, Ghana are their target markets in the near future.

#### Nigeria/WIMBIZ

#### Adedoyin Adebola Odunfa, Managing Director & CEO, Digital Jewels Africa, www.digitaljewels.net

Adedoyin is an IT professional and "techpreneur" with over 30 years in professional practice. She is focused on enhancing the strategic value of IT through value-added interventions across the information value chain. She founded Digital Jewels 17 years ago which has become the leading IT Governance, Risk & Compliance company in Africa. Adedoyin has built this prestigious business and is a recognized as a leader in the industry. She has won several awards, sits on several boards and is a sought-after speaker and educator. Her goals are to continue to grow by becoming accredited in additional sectors.

## Adedoyin is already in the CEMEA region and will continue to grow in the region. She also plans to grow their digital skills capability building initiatives, significantly addressing the dearth of skills in West Africa and other parts of Africa.

#### Munira Shonibare, Founder & CEO, IO Furniture LTD, www.iofurnitureltd.com

In 1987, after studying interior design, Munira founded Interior Options, later rebranded as IO Furniture. Her goals are to blend artistry and functionality while utilizing locally sourced materials to craft furniture of high international standards. The company has spearheaded over 75 landmark projects including the National Theatre, Hilton Hotel and Wheatbaker Hotel, showcasing African excellence on the global stage. The business epitomizes world-class craftsmanship and pioneering design. Munira is also the founder of PIQIT and co-founder of Ethniki, a brand celebrating African-inspired furniture and artisanship. She is also the founding president of the Interior Designers Association of Nigeria.

## The company does business in Nigeria and will continue to grow in the country to other states such as Abuja, Benin, Port Harcourt & Ibadan. Munira also wishes to expand to other African nations such as Ghana & Kenya.

### Abiodun Obakin, Founder & CEO, Biobak Kitchen & Ventures, Ltd,

After spending 20 years in the medical profession, Abiodun formally established her company in 1998. She started the company as a catering business but has grown beyond that to diversify into various sectors of hospitality-hotels, supermarkets, a wellness center, bakery, a farm, food packaging and distribution. And more recently, they are exporting some of their products. At their farm, they rear over 4,000 chickens, turkeys, fish and pigs as well as cultivate yams, cassava and palm kernels. This has enabled them to also cater to both domestic and international clients, hosting high-profile events. Abiodun also focuses on empowering women and communities through the company's services.

The company primarily does business in Nigeria and would like to extend products and services to US, UK, Canada, Dubai, Ghana, South Africa to introduce African dishes to the world.

#### Pakistan/Pakistan-Afghanistan Joint Chamber of Commerce & Industry

#### Farah Jahangir, Director, White Pearl Group of Companies, www.whitepearlgroupofcompanies.com

Farah joined her husband's family business 32 years ago. The company is an agro-industrial conglomerate with operations in the food, textile and real estate businesses. The company has been expanding into manufacturing jute and jute fabrics with the goal of reducing the use of plastics. Farah has focused the company on the well-being and education of its 6000 plus employees, building schools for the workers' families to attend for free, health clinics and other supportive initiatives. In addition she belongs to many organizations supporting women, children and society at large. She is best described as a businesswoman, social worker and philanthropist.

Today the company does business with several countries in the EU and Ghana. They also have a strong presence in the Middle East, Sout Asia and the Far East. Their goal is to expand into the African market as well as North America and Australia.

#### Peru / Lima Chamber of Commerce

#### Maritza Delgado, Director, Re305Design Llc, <u>www.magensa.pe</u>

After gaining hands-on experience in construction, her roots and background in furniture design in her family business took hold. After supervising a large-scale construction project Maritza combined her knowledge of furniture manufacturing and by combining the two skills, she was able to contribute far more to the project. And her blended work has continued to grow through work on many various projects since then. She blends creativity and precision to bring her visions to life and plans to continue to grow and solidify her business as a leader in the fields of furniture design, construction and bespoke design solutions.

## Maritza is currently doing business in the US, Peru, Spain & Puerto Rico. She wishes to expand to Italy, France & India.

#### Liliana Picasso, Managing Director, Inversiones en Turismo S.A., www.lasdunashotel.com

Founded 50 years ago, as a vacation hotel, Las Dunas is the leader in domestic tourism as well as intensive in events and inbound tourism. It is considered the main resort in Peru. Liliana's role as Managing Director has been to maintain and constantly increase the growth of the organization through various financial and security crisis including the pandemic. She has done this and has grown the company to now oversee Las Dunas Hotel and 4 restaurant locations in Lima. Liliana also is involved with the Association of Hotels, Restaurants and Related Businesses as well as the Peruvian National Chamber of Tourism.

Liliana is currently doing business with the US, Peru, Spain, France & Asia. She wishes to expand to other countries where there is opportunity and incentive tourism.

#### **Philippines/Jill Santos**

#### Anita Lee Kaw, President & CEO, Universal canning Inc., www.universalcanning.com

30 years ago Anita founded her company just buying fish and re-selling to large companies manufacturing sardines. She has grown over the years to owning and running her own manufacturing company. She now supplies large volumes of sardines with 3 operational locations in the Philippines to companies around the country. She also owns a port where the fishing vessels of various manufacturing companies dock their ships. In addition she owns a huge ice plant where she sources ice for other companies. Anita is dedicated to her 3,000 employees and helps the education of her employees' children. She also offers scholarships to underserved children.

Anita's goals are to export to the US, UAE, Hong Kong and Malaysia due to the large number of Filipinos in these countries.

### Portugal/Banco BPI

#### Ana Paula Roque, Managing Director, Revigres, <u>www.revigres.pt</u>

Paula joined her family's company after her education and having been involved in several international corporate program opportunities. Later she became managing partner and she also is on the boards of various entrepreneurial and university associations. The company specializes in production of ceramic wall and floor tiles. In addition, they work in wood, deck, stone, cement, marble, metallic & colors. Many of the company's products have been selected for placement in prestigious, world-renowned spaces such as the La Sagrada Familia in Barcelona, Harrod's in London, Givenchy, Rolls Royce and many more. Paula is an integral part of the growth of the company.

# The company works in over 50 countries currently and wishes to strengthen markets in Europe, US, Canada & Morocco. They will also focus on developing new markets in the Middle East and Latin America.

#### Saudia Arabia/UNIDO

#### Jameela Alshammari, Founder & CEO, Dar Alhoria

Taking on the challenge of opening her own business in 1999, Jameela has built her company into a well-known and admired fashion house. Her passion for design led her to establish the company, designing clothing herself and showcasing her brand at prominent fashion shows in Egypt, Dubai and the Cannes Film Festival in 2019. Her achievements have not only brought recognition to herself but have also paved the way for other Saudi women to pursue their dreams in the fashion industry. Jameela plans to build a Saudi international brand to create a platform that performs small projects and to encourage young entrepreneurs in Saudi Arabia to thrive and succeed.

The company does business in France, Kuwait, Saudi Arabia, Bahrain & Egypt. Jameela wishes to expand to Spain, London and France so that she can diversify her customer base and reduce dependency on any one market.

#### Spain /Barcelona Chamber of Commerce

#### Martina Font Olive, Director, Font Packaging Group & CEO Kartox, www.fontpackaging.com

Martina grew up in her family's packaging business established in 1962. Starting with manufacturing corrugated cardboard, the company has grown under her leadership to a group of companies with 6 production plants manufacturing everything from conventional packaging to isothermal packaging, heavy duty packaging and packaging e-commerce. The company's goals are to continue to grow always with their motto in mind: "we protect what is important." Martina also is very interested in supporting the environment and she is guiding the company in this light by investing in a biochar plant which will enable them to reduce their carbon footprint.

## The company is close to their major customers in Spain, Portugal and southern Francee. Martina would like to expand their manufacturing plants and customers throughout Europe.

#### Spain/CaixaBank

#### Judith Viader Codine, CEO, Frit Ravich, www.fritravich.com

With a degree in Business Administration and Management and an MBA from Esade, Judith took on the role of General Manager at Frit Ravich in 1997, succeeding her father, Josep Mª Viader, who founded the company in 1963. Since then, she has led the transformation and expansion of the snack business, consolidating Frit Ravich's role as both a manufacturer and distributor, strengthening its position as a national benchmark, and initiating its international path. Judith is a member of executive committees in key associations within the Food Service, Snacking, and Food industries, and she has been recognized by numerous organizations for her strategic vision and transformative leadership.

The company currently does business in 25 countries in Europe, Scandinavia, Middle East & Asia. They are focused on increasing and strengthening their business in their current markets but also to expand further in the EMEA region.

#### **Turkey/Istanbul Chamber of Commerce**

#### Gunes Gunay, Co-Founder, Jobtogo, <u>www.jobtogo.co/home</u>

Gunes & her partner saw a gap between rising professionals and businesses and set out to fill that gap by creating a platform where talented young people could find SMEs and deliver project-based services to them. After realizing there was a business need, they started their company just 4 years ago. Today Jobtogo stands as a pioneering freelancer ecosystem in the region with 12,600 freelancers in their pool. Their goal is to empower the next generation of freelancers to support SMEs, help them stay competitive and continue weaving social impact into their business core. Gunes, at 27 years of age, stands out as a committed and successful entrepreneur.

# The company is doing business in Turkey, Germany, The Netherlands, France, Oman & Qatar. Gunes sees opportunity in the UAE & Saudi Arabia as well as the UK.

#### Ezgi Eylul Hasvatan Gavas, Co-founder & CEO, Apollo, www.apollo.eco/

Apollo enables companies to benchmark their energy and carbon performances to help them understand their current state so that they may make strategic decisions in terms of optimizing energy consumption, reduce costs and minimize their environmental footprint. With a core base of 3 products, Apollo's solutions equip companies with the tools they need for continuous improvement. Their mission is to empower businesses to embrace environmental sustainability and grow responsibly, both economically and ecologically. Ezgi sets an example for all women in realizing their roles in technology and sustainability.

#### The company is working in Turkey & Europe with a target of Germany, the UK and throughout Europe.

#### Isilay Reis Yorgun, Board Member and Director, Reis Agricultural Products Industry and Trade Inc., www.resgida.com.tr

Isilay gained experience in the press and public relations sectors before joining her family's 43-year-old food company. Reis Gida prioritizes quality and reliability with the "From Farm to Table" philosophy as one of Turkey's leading food brands. In her role, Isilay has led numerous national and international projects, focusing on social responsibility, sustainable agriculture and the preservation of local seeds. She has a focus on empowering women in economic life through their pulse village projects and programs for women farmers. Future goals include expanding product portfolios focusing on healthy, organic and plant-based protein products.

## The company exports high quality rice and products grown on Turkish soil to 26 countries currently. They wish to expand markets in the Asia-Pacific region, South America and African nations.

#### UK & Nigeria/Ibukun Awosika

#### Caroline Popoola, CEO, Alpha Chains Limited, <u>www.alphachildcare.com</u>, <u>www.alphaglobalafica.org</u>

Caroline Popoola is a Childcare Business Expert, Columnist, and Speaker, dedicated to supporting school owners and practitioners in enhancing their leadership and vision. She is the founder and CEO of Alpha Chains Limited and Alpha Childcare Limited, established in 2004. The company is operating 14 childcare settings across Greater London. Caroline created the development of a successful, replicable early years childcare business model. As a visionary leader, she is a member of WIMBIZ international's executive committee, and the Institute of Directors. She founded Alpha Global, which launched the inaugural Early Years Childcare Conference in Lagos. Caroline also supports underprivileged children through the Alpha Global Foundation and the Caroline Popoola foundation.

#### Currently doing business in the UK & Nigeria, Caroline aspires to expand in South Africa, Nigeria, Ghana and Liberia.

#### **United States/IWEC**

#### Tia Ellis, Founder & CEO, Wildflower Insight, <u>www.wildflowerinsight.com</u>

Tia Ellis founded *Wildflower Insight*, 4 years ago as a certified-disabled, minority, and women-owned business. With experience building three multimillion-dollar companies previously, Tia now specializes in educating international Consumer Packaged Goods (CPG) founders on how to succeed in the U.S. retail sector. Wildflower Insight provides expert guidance on sales strategies, account management, distribution, navigation of the complexities of the retail market and secure valuable purchase orders. Tia focuses on teaching entrepreneurs how to refine their pitch, meet buyer expectations, and avoid costly mistakes when entering the US market. All of Tia's clients are global entrepreneurs who seek to enter the US retail market.

Tia is currently doing business with Australia, Singapore, Poland and various countries in Africa. She would like to expand to the European and Asian markets, specifically to Germany & India.

#### **United States / Women Presidents Organization**

#### Elaine Buxton, President & CEO, Confero, Inc., www.conferoinc.com

Elaine Buxton is President and CEO of Confero, Inc., a customer experience consultancy specializing in mystery shopping and satisfaction research for Fortune 500 and regional growth companies, with expanding international reach. Previously, she managed European retail for Wedgwood China. The company has built a large network of independent mystery shoppers across the US, also offering in-person audits and evaluations to assist clients in managing risks and complying with regulations. Their comprehensive reporting platform allows clients to monitor mystery shopping, compliance audits and social listening to create even better best practices for them. With a background working internationally, Elaine understands cultural differences and is able to offer her international expertise.

Confero currently does business in the US, Uk, France, Germany, Canada and Mexico. Elaine would like to expand in Italy, Spain, Portugal and other European countries.