

JORDAN ALEXANDRIA LACENSKI

Official Bio



SHORT BIO:

Jordan Lacenski is the CEO + Owner of [BrandBoss® Creative](#), a strategic branding firm focused on the foundational building of a company's vision, mission, and values. She is also the Co-Founder + Owner of [SheWolf® Collaborative](#), a global online network for high-achieving female founders. Located in Greensboro, North Carolina, you can find her loving her neighborhood with her supportive spouse and two rescue pups.

LONG BIO:

When Jordan Lacenski enters a room, you'll know it. Her personality is magnetic, her energy palpable. Quick wit and a ready flash of smile will draw you into conversation, and before you know it, you'll feel like you're already "in the fold."

Jordan is the "Boss" behind [BrandBoss® Creative](#) and the cofounder behind [SheWolf® Collaborative](#), a brilliant strategist and motivator, and consummate entrepreneur. Her passion for building businesses through innovative branding and marketing is rooted in the desire to support her fellow female entrepreneurs and find ways to change the world.

HISTORY + ACCOLADES

Jordan holds a Masters of Business Administration degree with a concentration in Marketing, and obtained her BA in Communication Studies from UNCG.

Jordan's community-minded approach to branding and marketing was recognized by the Florida Public Relations Association of Northwest Florida in 2016, when they named her Communicator of the Year Not-For-Profit. She gives back. In 2017, Jordan organized a #GivingTuesday event in which she led a startup marketing collaborative in donating 24 hours of marketing strategy work to a Montana nonprofit.

As the Director of Marketing and Communications for the Destin Charity Wine Auction Foundation from 2014-'16, she positioned the Foundation and its charity partners as regional influencers, maximizing PR reach within the community they serve. Jordan previously worked as Brand Manager for Beam Global in North Carolina, and Craft Brand Specialist with Caffey Distributing, Co. She helped launch new craft beer brands in the Triad of North Carolina, and forged relationships with regionally established brands like New Belgium Brewing Co., SweetWater Brewing Co, and Great Lakes Brewing Co.

She is now a member of the Forbes Agency Council and the Ellevate Network.

WHY SHE DOES IT

Jordan's motivations come from her desire to dive headfirst into challenging projects. She loves the constant process of discovery and rediscovery – the common thread in every evolving brand. Fueled by morning coffee and a kickass playlist, Jordan's energy and vision is contagious. She describes her relationship to digital marketing in terms of feeling and connection. "I love branding because of the potential it has to reach people. If done right, your brand can connect with the human heart, tell a story, humanize your business."

SheWolf® was founded on the belief that **"THE STRENGTH OF THE WOLF IS THE PACK, AND THE STRENGTH OF THE PACK IS THE WOLF."** (Rudyard Kipling)

Jordan and the founding member team have created an online network for women with existing businesses, female founders, CEOs and entrepreneurs. This has offered a safe place for women at the top of their game to find support and resources.

ASSETS:

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WEBSITES:

- [BrandBoss Creative](#)
- [SheWolf Collaborative](#)
- [The SheWolf Show](#)

SOCIAL LINKS:

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