



Closing the Gap:

SheWolf Collaborative Launches Network Exclusively for Women Business Founders and CEOs

FOR IMMEDIATE RELEASE: April 22, 2019

Contact:

Jordan Lacenski

Founder and CEO, SheWolf Collaborative

jordan@shewolf.co; 336-652-2677

While women are starting businesses in record numbers, female entrepreneurs still face significant obstacles to growing their ventures into large-scale companies.

[SheWolf Collaborative](#), a new global online network, has its sights set on breaking down the barriers for women CEOs and founders.

“While women in business have come a long way, it’s still rare to find them at the top of major revenue-producing companies,” said SheWolf’s founder, Jordan Lacenski. “We have created a close-knit and confidential network of women who can support each other as we take our businesses to the next level.”

Women own 40 percent of U.S. businesses, but these companies account for only about four percent of revenue, according to recent [reports](#).

While the reasons for the disparity are varied, one cause is that women must navigate a business world dominated by men and the cultural, political and economic challenges that entails.

Women in business benefit from having an inner circle of close female contacts, according to a recent report in [Harvard Business Review](#). These contacts can share personal information like an organization’s attitude towards women leaders and what tactics may work to help overcome particular hurdles they face as women.



Instead, many women’s professional organizations often focus on self-care and how to balance work and home life, not the critical steps that need to be taken to grow a business into a top-grossing company.

[SheWolf Collaborative](#) has created a space where women can find the type of unique, hyper-focused network they need.

“There wasn’t anything out there on a national or global scale for women CEOs and founders to collaborate and learn from each other,” Lacenski said. “Women are still behind in getting their companies financed and scaled. Part of that is because we have been missing out on vital conversations like how to seek investors, negotiate term sheets and grow our businesses all while navigating the unique challenges we face as women.”

Women who join the SheWolf pack are highly vetted and must follow strict non-disclosure policies. Pack members have access to exclusive member conversations on topics of interest, expert advice, webinars, events, member retreats and more. Additional access levels include membership in small accountability groups with women who are in similar stages of their business development.

SheWolf also provides opportunities for high-powered women to mentor women CEOs and founders who are on their way up.

“It’s still few and far between to find female ‘unicorns,’ women with small businesses that grew to reach over \$1 billion in revenue, but they are out there, and these alpha females see growth for all women as a top priority,” she said. “There’s not a great place for them to meet the women they could help most. We hope SheWolf will fill that void.”

Lacenski said SheWolf isn’t just about networking in the traditional sense.

“This is about business,” she said. “And when women come together, when we collaborate, share our experiences and support each other, the results are legendary.”

Visit shewolf.co for more information or to apply to join.



For our media kit, visit shewolf.co/press