

# EWIF Ambassador's



## International Women's Day

# Top 10 Inspirational Women



### Brownie Wise

"The Queen of Tupperware" Brownie Wise is credited with spurring the company's tremendous growth. She had the brilliant idea to start selling Tupperware at parties and was so successful that she was eventually made vice president of Tupperware Home Parties. During her tenure she brought over 10,000 dealers on board and grew their annual sales to \$10 million (over \$80 million in 2020 dollars). Her work helped make Tupperware parties an American institution.

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### Coco Chanel

Coco Chanel has become the most recognisable brand in history. Created by a woman who refused to be defined by her poverty-stricken upbringing. This is one woman who's initials are ingrained into the psyche of both women and men alike.



### Madam C.J. Walker

Madam C.J. Walker was born Sarah Breedlove in 1867, near Delta, Louisiana. After suffering from a scalp ailment that resulted in her own hair loss, she invented a line of African-American hair care products in 1905. She promoted her products by traveling around the country giving lecture-demonstrations and eventually established Madame C.J. Walker Laboratories to manufacture cosmetics and train sales beauticians.

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### Martha Lane Fox CBE

Martha co-founded Europe's largest travel and leisure website, lastminute.com which she sold in 2005 for £571 million. In 2013, she joined the House of Lords as a crossbencher, becoming its youngest female member and founded Doteveryone.org.uk, a charity fighting for a fairer internet. This is also the year she was awarded her CBE for services to the digital economy and charity. Currently she is a non-executive director at Marks & Spencer, MyDeco.com and the Women's Prize for Fiction.



*"The most courageous act is still to think for yourself. Aloud."*

- Coco Chanel

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### **Lisa Price**

Lisa's journey began in her kitchen. In the early '90s she began mixing fragrances and selling them out of her home. What started out as a rewarding hobby blossomed into Carol's Daughter, a beauty-products business that counts some of the biggest names in entertainment -- Halle Berry, Jay-Z, Mary J. Blige, Jada Pinkett-Smith -- as loyal customers.



### **Dame Clara Furse**

Dame Clara Furse is one of Europe's most successful female executives (she has far too many accomplishments to list!). After studying at the London School of Economics she began her career as a broker and quickly moved up to the position of director. Clara's ability to speak several foreign languages as well as her financial acumen worked in her favour in a world dominated by men. In 2001, the 200-year-old London Stock Exchange appointed Clara as its first female chief executive. In 2008 Clara was made a Dame Commander of the British Empire for her contribution to the Financial Services industry. In 2013 she joined the Bank of England's Financial Policy Committee (FPC) and is now currently the Chairman of HSBC UK.

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### **Dame Marjorie Scardino**

Dame Marjorie Scardino was the first woman to become chief executive of a FTSE 100 company and found herself the subject of intense scrutiny. In 2007, Forbes magazine acknowledged her success when they listed her as the 17th most powerful woman in the world. Marjorie has led the UK-based 'Pearson' since 1997. Today she oversees more than 41,000 employees and \$9 billion in revenues and is guiding the 168-year-old publishing business through a digital transformation. Pearson owns the Financial Times newspaper and book publisher Penguin Group.

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### Octavia Goredema MBE

Octavia is the Founder and Editor of Twenty Ten Talent. She is an award winning social entrepreneur. In 2012, she was awarded an MBE, in recognition of her services to support black women in business. She is a Fellow of The Royal Society of Arts and was recognised as a Young Social Entrepreneur of the Year at the Future 100 awards.



*"You are never too small to make a difference."* - Greta Thunberg

### Greta Thunberg

Greta Thunberg is a Swedish climate youth activist who sparked an international movement to fight climate change beginning in 2018. Greta was nominated for the Nobel Peace Prize in March 2019, and a few months later she became the youngest individual ever to be honoured as Time's Person of the Year. As the face of the climate youth movement, Greta has been invited to speak at numerous rallies including ones in Stockholm, London and Brussels.



### Margaret Atwood

Margaret Atwood is a Canadian poet and novelist. She has won numerous awards and honours for her writing, including winner the Booker Prize twice. Margaret's works encompass a variety of themes including gender and identity, religion and myth, the power of language, climate change, and "power politics". Recently she is well known for partnering with the women's rights organisation Equality Now as her books *The Handmaid's Tale* and sequel *The Testaments* have become so popular amongst women. At the 2019 Equality Now conference Margaret said:

*"I am, of course, not a real activist — I'm simply a writer without a job who is frequently asked to speak about subjects that would get people with jobs fired if they themselves spoke. You, however, at Equality Now are real activists. I hope people will give Equality Now lots and lots of money, today, so they can write equal laws, enact equal laws and see that equal laws are implemented. That way, in time, all girls may be able to grow up believing that there are no avenues that are closed to them simply because they are girls."*

