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WOMEN CEOs IN THE CHANNEL

RANKED BY ORDER OF YEAR FOUNDED

SSN is grateful for the women leading the direct selling channel to success. This represents our best efforts to compile a list and is by no means complete. We apologize in advance if we left you out! Please let us know if we did.

Leader's Name	Company Name	Year Founded	Product Category	Headquarters	Website
Angela Cretu	Avon Products	1886	Beauty and personal care	London, England	avon.com
Janine Belmont	Yanbal	Yanbal	Beauty, jewelry, fragrances	Lima, Peru	yanbal.com
Érika Herrero Bettarel	Belcorp	1968	Beauty and personal care	Lima, Peru	belcorp.biz
Asma Ishaq	Modere	1992/2015	Home and personal care	Springville, UT	modere.com
Mary Young	Young Living	1993	Health and wellness	Lehi, UT	youngliving.com
Judy Letain	Norwex	1994	Home and personal care	Dallas, TX	norwex.biz
Jill Blashack Strahan	Tastefully Simple	1995	Specialty food items	Alexandria, MN	tastefullysimple.com
Angela Loehr Chrysler	Team National	1997	Membership savings	Davie, FL	www.teamnationalusa.com
Malou Caluza	QNet	1998	Wellness, personal, home	Hong Kong	qnet.net
Joni Rogers-Kante	SeneGence	1999	Beauty and personal care	Foothill Ranch, CA	seneweb.senegence.com
Diane Dietz	Rodan + Fields	2000/2007	Beauty and personal care	San Francisco, CA	rodanandfields.com
Nancy Bogart	Jordan Essentials	2000	Skin care and personal care	Nixa, MO	jordanessentials.com
Sharron Walsh	Isagenix International	2002	Personal care and wellness	Gilbert, AZ	isagenix.com
Heidi Thompson	Scentsy	2003	Home and personal care	Meridian, ID	scentsy.com
Elizabeth Thibaudeau	Thirty-One Gifts	2003	Handbags and jewelry	New Albany, OH	mythirtyone.com
Patty Percy	SimplyFun	2004	Educational games	Bellevue, WA	simplyfun.com
Britney Vickery	Initials Inc	2005	Handbags and home products	Clarksville, GA	initials-inc.com
Donna Noce Colaco	Matilda Jane Clothing Co	2005	Clothing	Fort Wayne, IN	matildajaneclimbing.com
Jessica Herrin	Stella and Dot	2006	Jewelry, personal care, beauty	San Bruno, CA	stelladot.com
Deborah K. Heisz	Neora	2011	Personal care and wellness	Dallas, TX	neora.com
Kristin Hubbard	Younique	2012	Beauty and personal care	Lehi, UT	yuniqueproducts.com
Gregg Renfrew	Beautycounter	2013	Beauty and personal care	Santa Monica, CA	beautycounter.com
Sarah Shadonix	Scout & Cellar	2017	Wine and spirits	Farmers Branch, TX	scoutandcellar.com
Melissa Thompson	Bellame	2018	Beauty	Fort Worth, TX	bellame.com
Laura Hunter	tori belle cosmetics	2019	Beauty	Woodinville, WA	toribellecosmetics.com