

THE RANKS

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WOMEN CEOs

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.

Rank	Name	Company/HQ	Founded	Category	Website
1	Angela Cretu	Avon Products London, England	1886	Beauty and personal care	avon.com
2	Janine Belmont	Yanbal Lima, Peru	1967	Beauty, jewelry, fragrances	yanbal.com
3	Érika Herrero Bettarel	Belcorp Lima, Peru	1968	Beauty and personal care	belcorp.biz
4	Asma Ishaq	Modere Newport Beach, CA	1992/2015	Home and personal care	modere.com
5	Mary Young	Young Living Lehi, UT	1993	Health and wellness	youngliving.com
6	Judy Letain	Norwex Dallas, TX	1994	Home and personal care	norwex.biz
7	Jill Blashack Strahan	Tastefully Simple Alexandria, MN	1995	Specialty food items	tastefullysimple.com
8	Angela Loehr Chrysler	Team National Davie, FL	1997	Membership savings	teamnationalusa.com
9	Amelia Warren	Epicure North Saanich, BC	1997	Food	epicure.com/en-us
10	Malou Caluza	QNet Hong Kong, China	1998	Wellness, personal, home	qnet.net
11	Joni Rogers-Kante	SeneGence Foothill Ranch, CA	1999	Beauty and personal care	seneweb.senegence.com
12	Nancy Bogart	Jordan Essentials Nixa, MO	2000	Skin care and personal care	jordanessentials.com
13	Sharron Walsh	Isagenix International Gilbert, AZ	2002	Personal care and wellness	isagenix.com
14	Camelle Kent	Thirty-One Gifts	2003	Handbags and jewelry	mythirtyone.com
15	Heidi Thompson	Scentsy Meridian, ID	2003	Home and personal care	scentsy.com
16	Patty Percy	SimplyFun Bellevue, WA	2004	Educational games	simplyfun.com
17	Donna Noce Colaco	Matilda Jane Clothing Co Fort Wayne, IN	2005	Clothing	matildajane.com
18	Britney Vickery	Initials Inc Clarksville, GA	2005	Handbags and home products	initials-inc.com
19	Jessica Herrin	Stella and Dot San Bruno, CA	2006	Jewelry, personal care, beauty	stelladot.com
20	Chrissy Weems	Think Goodness Brand Collective Gilbert, AZ	2010	Jewelry, Beauty, Wellness	thinkgoodness.com
21	Deborah K. Heisz	Neora Dallas, TX	2011	Personal care and wellness	neora.com
22	Kristin Hubbard	Younique Lehi, UT	2012	Beauty and personal care	yuniqueproducts.com
23	Gregg Renfrew	Beautycounter Santa Monica, CA	2013	Beauty and personal care	beautycounter.com
24	Michele Gay	LimeLife Long Island City, NY	2014	Beauty and skin care	limelifebyalcone.com
25	Gina Smith and Karen Green	Style Dots Rockford, MI	2014	Jewelry	styledotshome.com
26	Jesse Reese McKinney	Red Aspen Meridian, ID	2017	Beauty and personal care	redaspenlove.com
27	Sarah Shadonix	Scout & Cellar Farmers Branch, TX	2017	Wine and spirits	scoutandcellar.com
28	Melissa Thompson	Bellame Fort Worth, TX	2018	Beauty	bellame.com
29	Lori Bush	Solvasa San Francisco, CA	2019	Beauty	solvasalifecom
30	Laura Hunter	tori belle cosmetics Woodinville, WA	2019	Beauty	toribellecosmetics.com
31	Meredith Bilbro	Bella Grace Global Tampa, FL	2022	Wellness and Beauty	bellagraceglobal.com