

2025 WOMEN CEOs

LISTED IN ORDER OF YEAR FOUNDED

Each month, *The Ranks* spotlights companies, people or trends that are important to the direct selling channel. *The Ranks* will vary monthly in type of information and in number of items included. This month, *The Ranks* lists 2024 Women CEOs. 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.

Name	Company/HQ	Founded	Category	Website
Kendra Brassfield	NeoLife International Santa Clara, CA	1958	Nutrition supplementation	neolife.com
Janine Belmont	Yanbal Lima, Peru	1967	Beauty, jewelry, fragrances	yanbal.com
Érika Herrero Bettarel	Belcorp Lima, Peru	1968	Beauty and personal care	belcorp.biz
Nevena Srebrevna	Pampered Chef Addison, IL	1980	Cookware	pamperedchef.com
Sunny Beutler	Sunrider Torrence, CA	1982	Nutrition, beauty, personal care	us.sunrider.com
Mary Young	Young Living Lehi, UT	1993	Health and wellness	youngliving.com
Jill Blashack Strahan	Tastefully Simple Alexandria, MN	1995	Specialty food items	tastefullysimple.com
Joni Rogers-Kante	SeneGence Foothill Ranch, CA	1999	Beauty and personal care	seneweb.senegence.com
Nancy Bogart	Jordan Essentials Nixa, MO	2000	Skin care and personal care	jordanessentials.com
Heidi Leist	Lemongrass Spa Tarpon Springs, FL	2002	Beauty and skincare	lemongrassspa.com
Sharron Walsh	Isagenix International Gilbert, AZ	2002	Personal care and wellness	isagenix.com
Heidi Thompson	Scentsy Meridian, ID	2003	Home and personal care	scentsy.com
Camelle Kent	Thirty-One Gifts Columbus, OH	2003	Handbags and jewelry	mythirtyone.com
Jeannie Lorin	Beauty Society Las Vegas, NV	2004	Beauty and wellness	beautysociety.com
Chrissy Weems	Think Goodness Brand Collective Gilbert, AZ	2010	Jewelry, Beauty, Wellness	thinkgoodness.com
Jessica Honegger	Noonday Collection Austin, TX	2010	Jewelry and accessories	noondaycollection.com
Deborah K. Heisz	Neora Dallas, TX	2011	Personal care and wellness	neora.com
Cara Brook	Seint St George, UT	2013	Beauty	seintofficial.com
Gina Smith and Karen Green	Style Dots Rockford, MI	2014	Jewelry	styledotshome.com
Asma Ishaq	Amare Global Lehi, UT	2017	Health, nutrition, and wellness	amare.com
Erin Bradley	Zyia Active Draper, UT	2017	Fitness apparel	zyiaactive.com
Jesse Reese McKinney	Red Aspen Meridian, ID	2017	Beauty and personal care	redaspenlove.com
Sarah Shadonix	Scout & Cellar Farmers Branch, TX	2017	Wine and spirits	scoutandcellar.com
Melissa Thompson	Bellame Fort Worth, TX	2018	Beauty	bellame.com
Lori Bush	Solvasa San Francisco, CA	2019	Beauty	solvasalifecom
Aspen Emery	Bravenly Seminole, FL	2020	Wellness	bravenlyglobal.com
Kristina Kajic	Bella Grace Global Tampa, FL	2022	Wellness and beauty	bellagraceglobal.com
Heather Howard	Integrous Wellness Granite Bay, CA	2023	Wellness	integrouswellness.com
Hanieh Sigari	EllieMD Palo Alto, CA	2024	Longevity and weight management	elliemd.com