

Jennifer Jones is an award-winning entrepreneur who was named a Winner of the Mastercard 'Her Ideas - Start Something Priceless' campaign in December 2019 for the success and impact of her social enterprise Women You Should Know® (WYSK®).

She launched WYSK in 2011 to provide a global platform for women and girls to receive the coverage, content, visibility and support they deserve, but were not getting. Her pioneering venture has grown to encompass three integrated sister brands that are supportive extensions of one another, all purpose-filled and mission-driven: Women You Should Know® - leading editorial platform and social community; Women You Should Fund® - niche crowdfunding platform; (EM)POWER® Laces - unique product collection.

Recognized as a diverse resource of women-powered inspiration and perspective, Women You Should Know was recently expanded to include WYSK VOICES. This specialized division connects women everyone should know with organizations, companies, and event hosts that want innovative speakers whose words are as real as their actions are bold.

Prior to Women You Should Know, Jennifer co-founded OUTHOUSE pr in 2001. This award-winning public relations and event marketing firm specialized in grassroots brand building and image proliferation for both emerging and high-profile brands across a number of consumer categories. OUTHOUSE was fused with Women You Should Know in mid-2013, and by 2016 had evolved into a strategic think tank and integrated communications consultancy for women-led businesses, endeavours, and nonprofits.

Jennifer spent the first seven years of her professional career in public relations working with a variety of domestic and international luxury brands, both in-house at a major American jewelry brand, and on the agency side where she built a highly profitable PR and event marketing division of an NYC-based advertising agency.

She graduated Summa Cum Laude from Boston College with a BA in Communications.