

THE 7 VIRTUES

BARB STEGEMANN

CEO and Founder, The 7 Virtues | Social Entrepreneur
Top 40 Women Keynote Speakers of 2020

Barb Stegemann is widely regarded as a successful social entrepreneur, humanitarian, leading author, and powerful motivational speaker.

An inspirational individual with a unique entrepreneurial vision, Barb revolutionized the industry with her cruelty-free, organic clean fragrance company – The 7 Virtues – after working her way to fame after appearing on the widely regarded *CBC's Dragons' Den* (Canada's version of *Shark Tank*).

Barb's entrepreneurial passion was first ignited when her best friend was severely wounded fighting in Afghanistan. Inspired to help bring peace to this war-torn country, Barb realized that ensuring stability for its people was a key way to support the Afghanistan economy and make effective change; so the vision of her company was born. The 7 Virtues offers clean fragrance products with organic, fair-trade essential oils sourced from a variety of countries that are rebuilding after war or strife, such as Afghanistan, Rwanda and Haiti.

Barb became the first woman from Atlantic Canada to land a venture capital deal with *Dragons' Den* and went on to become the *Top Game Changer* in the history of the popular reality show. In 2017, she was personally hand-selected out of 1,500 applicants to partake in the Sephora Accelerator program. And with only a few chosen to actually sell in Sephora, today, The 7 Virtues is the highest performing fragrance brand in Sephora Canada and a top performer across almost all Sephora USA stores and online, highlighted in the retailer's Clean Beauty Program.

Alongside her social enterprise mission, Barb is also author of the bestselling book, *The 7 Virtues of a Philosopher Queen*, now in its 8th edition. Barb penned this book with the vision of inspiring and empowering people to launch their own companies and create the future generations of budding entrepreneurs, along with ending bullying. Her work has also been the subject of the film *Perfume War*, which has claimed countless awards, including the *Vanguard Award for Cutting-Edge Ideas* and the *Best Humanitarian Film* at the Sedona Film Festival. Watch the trailer www.PerfumeWar.com

Barb has also been fortunate to claim some awards of her own. In addition to being recognized in the *Top 100 Most Powerful Women* in Canada by WXN, Barb won Ernst & Young *Entrepreneur of the Year Award* in the Emerging Entrepreneur category; was ranked in *Profit Guide Magazine's Top 30 Cool and Fabulous Canadian Entrepreneurs*; and has been the recipient of the *APEC Women and the Economy Summit Award* from the US Department of State and the *2019 John C. Maxwell Transformational Leadership Award*. Making history, Barb was named the first female Honorary Colonel of the Royal Canadian Air Force 14 Wing Greenwood base, completing her term in 2015.

As a highly sought out public speaker, Barb shares her motivational story of social enterprise, inspiring others to triumph over adversity and embrace their inner disruptor. Sitting at the helm of a thriving organic and cruelty-free beauty company, Barb covers topics such as stoic principles for business, doing well by doing good, return on love and turning dreams into a reality. She has been featured both domestically and abroad, having moderated panels for the German Marshall Fund and The Clinton Global Initiative, traveled on trade missions with President and Secretary Clinton, and been a keynote speaker on leaderships to major groups from Facebook to Rodan + Fields. A passionate and committed individual, Barb inspires everyone she touches to change the world. *Real Leaders Magazine* ranked her Top 40 Women Keynote Speakers of 2020.

For additional information, please contact Amanda Smeal at amanda@amandasmeal.com or 201.390.7457.

