Women in Entrepreneurship
Lunch & Learn Seminar

Building Inclusive Value Chains:
Lessons from Partnering with
Women Artisans Worldwide

Stacey Edgar
Founder, Global Girlfriend
Lecturer, Social Responsibility & Sustainability at University of Colorado Leeds School of Business

Stacey Edgar is a lecturer in the Social Responsibility and Sustainability division at the University of Colorado Leeds School of Business. A passionate advocate for women and girls, Stacey spent 17 years leading Global Girlfriend, a fair trade company she founded in 2003 as a way to provide economic security for women artisans in developing countries by creating a sustainable market for their handcrafted products. Global Girlfriend grew from a $2,000 personal investment into a multi-million dollar brand partnering with over 200 women-led artisan enterprises in over 30 countries with products selling through premier retailers including Whole Foods, Target, The Smithsonian, and over 1,500 independent retailers across the U.S. and Canada as well as direct to consumer online. Stacey is the author of the book Global Girlfriends: How One Mom Made it Her Mission to Help Women in Poverty Worldwide and a social impact business consultant working with social entrepreneurs, artisan businesses, corporations, non-profits, and government export agencies. She is a founding board member of Trade+Impact Association, a global trade association advancing women-led social enterprises in Africa and the Middle East. She has been honored by the Microsoft Corporation as a recipient of the company’s Start Something Amazing Awards, by Organic Style as one of their Women with Organic Style, by Multichannel Merchant magazine as a “Maven of Merchandise,” and she and her former brand have been featured in several national publications including O, The Oprah Magazine, In Style, Forbes, USA Today, The Christian Science Monitor, Redbook, and Seventeen. Stacey is currently pursuing her Ph.D. at Colorado State University.

Monday, November 16, 2020
12:00-1:00 pm (virtual)

Register: https://go.gies.illinois.edu/WIESeminar_StaceyEdgar