



Stacey Schieffelin is a Co-Founder of **Women's Leadership LIVE**, the Founder and Former CEO of ybf (your best friend) beauty, LLC, Models Prefer Beauty and is 1 of 6 HSN Star Entrepreneurs! She has engineered a 22-year record of success as the #1 global cosmetic line in direct sales on six networks in eleven countries, HSN (US), QVC (UK-England, Ireland, Scotland and Wales), TSC (Canada), TVSN (Australia, New Zealand), HSE24 (Italy), HSE24 (Germany), Citruss TV (Dubai) and Shopping LIVE (Russia) with over \$300 million in cosmetic and apparel sales. Stacey is known for forging a highly personal relationship with her girlfriends/consumers. As a successful market disruptive business leader, deeply soulful and entrepreneur-centric and renowned beauty expert, she is frequently sought by national magazines such as Allure, ELLE, Good Housekeeping, Marie Claire, and Fitness.

Schieffelin began her career as a model before becoming a beauty expert and businesswoman. With FORD Models for 20 years, today Stacey is an award-winning business creator driving economic development by being of service to other passionate entrepreneurs and creators of customer solutions products – guiding individuals to realize, ignite, power and sustain their American Dreams! Stacey is also a contributing author, highly sought-after spokesperson, motivational keynote speaker, mentor, media trainer and girlfriend to millions of viewers and customers through her beauty brands.

STACEY SCHIEFFELIN

