

Stephanie Morimoto

Owner & CEO of Asutra, INC. Female Founders 200; Chicago Magazine's "Wellness Wonder"

In our new hybrid work environment, it can be challenging to build the culture, communication, and processes needed to lead our teams to deliver results. This can be especially difficult when we are in charge of forging new ground: building new products or services, turning around departments, or growing revenue and profitability.

How do you ensure everyone understands the big goals and how they contribute to them? How do you define core values that create a culture where colleagues treat each other with respect and kindness — but also aren't afraid to give honest feedback or raise thorny questions? How transparent should you really be? How do you model and support work/life integration so your employees are rested and well, and therefore can do their best work?

Stephanie is Owner & CEO of Asutra, a minority women-owned business that loves offering magnesium-powered products and rituals that help thousands of people experience better sleep, pain relief and mood. Asutra worked so well for tennis champion Venus Williams that she joined Asutra as part owner.

Stephanie is uniquely positioned to share these practices and tactics because she has deep, diverse management and leadership experience. She built the fundraising operation for Teach For America, growing revenue 40% annually even during the 2008 recession while remotely managing a 100+ member team across the country; led a turnaround; and is now growing Asutra, expanding from 0 to 4,000 retail stores in 3 years with 30,000 reviews online.