

Julie Aigner Clark

Founder of The Baby Einstein Company

Touted by the likes of Time Magazine as the country's first 'mompreneur,' Julie Clark left teaching to be a stay-at-home mom and ended up creating one of the biggest baby brands in the world: Baby Einstein. Her desire to expose very young children to positive, enriching content launched an entirely new industry in children's entertainment, and she did it all from her home – before selling her company to Disney. In the five years that Julie owned Baby Einstein, company sales grew to over \$25M in revenue. Now a self-proclaimed serial entrepreneur, Julie has founded several other businesses and non-profits, including The Safe Side, MommyMade.com, CancerAssassin, and her most recent start-up, weeSchool.

Julie is a best-selling children's author whose books and videos have been translated into more than thirty languages. Her television appearances include Oprah!, The Today Show, The View and CBS Nightly News, along with feature articles in *USA Today*, *The New York Times* and *People Magazine*. Julie is a two-time breast cancer survivor, who also speaks on the subject of health and emotional well-being.

Considered by many to be one of the most inspirational, authentic speakers in the area of self-motivation as the key to success, Julie's passion for what drives her is contagious. Her vision to make the world a better place for children through positive education and parenting has allowed her not only to change outcomes in early childhood education, but to be financially successful in doing so.