

## Jenn Lim

CEO & Chief Happiness Officer of Delivering Happiness, Culture Book Creator and Consultant at Zappos

Jenn Lim is the CEO and Chief Happiness Officer of Delivering Happiness, a company she and Tony Hsieh (CEO of Zappos.com) co-founded to inspire science-based happiness, passion and purpose at work, home, and everyday life.

Jenn has been a consultant at Zappos from its start-up days in 2003 to the \$2B business it is today. Since 2009, Zappos has been on *Fortune's* "100 Best Companies to Work For" list and has been bought by Amazon.com in a deal valued at \$1.2 billion on the day of closing. One of her creations, *The Zappos Culture Book*, has become a global symbol of how companies can use happiness as a business model to increase productivity and profitability.

In 2010, Jenn led the launch and management of Tony's first book, *Delivering Happiness*, which has sold over 550,000 copies worldwide and hit #1 on bestsellers lists like the *New York Times* and *USA Today*. It was voted one of the best business books by NPR, *Inc. Magazine*, and *The Wall Street Journal*, remained on *The New York Times* list for 27 weeks and is now being translated into its 20<sup>th</sup> language.

*Delivering Happiness* has evolved from a book to a bus tour, and now a company and global happiness movement represented by people from 110 countries. Today, she's dedicated to growing the *Delivering Happiness* movement so we can all pay happiness forward—knowing if we create happier companies, communities, and cities, we can make this a happier world.