

Stella & Dot VP to speak at International Business Event

-Vice President of Europe for Stella & Dot to share insights on 'achieving business success' at IBWC 2014, Belfast, Northern Ireland



Kathleen Mitchell, Vice President of Europe for social selling boutique business Stella & Dot, has been announced as one of the guest speakers at next month's International Business Women's Conference IBWC 2014: Creating a New Economy (Belfast, Northern Ireland, 13/14 May 2014).

Hosted by Women in Business NI, IBWC 2014 will bring delegates from across the globe to Belfast under the theme of 'Creating a New Economy' to inspire and empower entrepreneurs and create international working partnerships. Kathleen Mitchell will be hosting a masterclass centred around achieving success and balance as a working woman. Through her role with Stella & Dot, Kathleen helps businesswomen achieve success and a personal life by allowing them to run their own flexible fashion business.

Online jewellery boutique brand Stella & Dot has become a firm favourite among fashionistas with a celebrity fan base including Jennifer Aniston and Sheryl Crowe.

The San Francisco-based social selling company gives women the means to run their own fashion business, selling a range of statement necklaces, charm bracelets and funky tech accessories, all designed in New York, to name just a few, all of which are exclusively available online or via Stella & Dot stylists.

The company has gone from strength to strength, with an expansion to the UK in 2012 and more recently to the Republic of Ireland in 2014, as well as being named as one of Inc. 500 Fastest Growing Companies. Kathleen's role has seen her create marketing strategies and train over 1,200+ women in the UK.

American born, Trinity College Dublin graduate, Kathleen has a wealth of experience in launching global beauty brands and working with both men and women at all levels. Having led a division of L'Oréal, Kathleen was involved in launching Kerastase in the US & building Redken in the UK & Ireland.

Roseann Kelly, Chief Executive of Women in Business NI said, "We are delighted to welcome business expert Kathleen Mitchell to IBWC 2014 to host one of our master classes. Kathleen's experience will no doubt prove insightful and engaging to all our delegates. Her positivity, enthusiasm and vision will be a welcome addition to our conference. Kathleen is a true inspiration for female entrepreneurs."

IBWC 2014 will welcome keynote speakers such as: Carla Busazi, Editor in Chief, Huffington Post UK; Helena Morrissey, founder of the 30% Club targeting female leadership in FTSE 100 companies; Professor Lizbeth Goodman, SmartLab, NUI, Dublin; Ann Francke, MD of the Chartered Institute of Management; Dr Anita Sands, former Group Managing Director of UBS and Member of the Global Irish Network; Anna LiseKjaer, founder of trend forecasting agency Kjaer Global and Ingrid Vanderveldt, Entrepreneur-in-Residence ("EIR") for Dell Inc – each of whom are exceptional and inspirational female leaders.

For information on and to register for the International Business Women's Conference 2014 '*Creating a New Economy*' visit www.ibwc2014.com and follow @IBWC2014 on Twitter.

IBWC 2014 is supported by Visit Belfast, Invest Northern Ireland, Office of the First Minister and deputy First Minister, Department for Employment and Learning, Belfast City Council, Ulster Bank, NYSE Euronext, Queen's University Belfast, Equality Commission NI, Enterprise Ireland.