

For Immediate Release

March 29, 2021

CONTACT: Leah Lewis

info@DriventoSucceedLLC.com

717-686-5282

Driven to Succeed, LLC Certified By the Women's Business Enterprise National Council

LEWIS CENTER, OHIO—March 29, 2021—Driven to Succeed LLC, a business specializing in market research and brand strategy consulting for Fortune 500 companies and leading brands, is proud to announce national certification as a Women's Business Enterprise by the Ohio River Valley, a regional certifying partner of the Women's Business Enterprise National Council (WBENC).

"We are proud to be among the 13 million women-owned businesses, and 2.7 million Black women-owned businesses in the U.S. As a WBENC-Certified Women's Business Enterprise, we are excited to partner with more corporations and government agencies who wish to purchase services and solutions from diverse suppliers. We've built an agile team whose 75+ years of Market Research, Marketing, and P&L Management experience across dozens of Fortune 500 clients and diverse B2B and B2C industries help us translate insights into the 'so what' and 'now what,' leading to faster, more impactful results," shares Kristin Harper, Founder and CEO.

WBENC is the nation's most widely recognized certifier of businesses owned and operated by women. By including women-owned businesses and minority business enterprises among their suppliers, corporations and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier diversity programs.

To learn more about Driven to Succeed, please visit www.DriventoSucceedLLC.com.

About Driven to Succeed, LLC:

Driven to Succeed, LLC is a woman-owned minority business enterprise certified by the Women's Business National Enterprise and National Minority Supplier Development Council. Our services include qualitative market research, quantitative research and analysis, brainstorming, innovation, and brand equity development. Established in 2018, CEO Kristin Harper is an award-winning businesswoman and former corporate executive with General Management, Brand Management, and Marketing experience leading global iconic brands at Procter & Gamble, The Hershey Company, and Cardinal Health. Author of *The Heart of a Leader: 52 Emotional Intelligence Insights to Advance Your Career*, Kristin provides periodic keynote speaking and training on leadership, emotional intelligence, and personal branding.

About WBENC:

Founded in 1997, WBENC is the nation's leader in women's business development and the leading third-party certifier of businesses owned and operated by women, with more than 17,000 certified Women's Business Enterprises, 14 national Regional Partner Organizations, and more than 350 Corporate Members. More than 1,000 corporations representing America's most prestigious brands as well as many states, cities, and other entities accept WBENC Certification. For more information, visit www.wbenc.org.