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**With Launch of BadassBusinessWomen.org,  
A New Breed of Female Professional Has A Voice**

MIAMI, FL – September 29, 2010 – In a bid to nurture talent, ambition, and success in today’s female workforce, a group of female entrepreneurs led by [Jessica Kizorek](#) launched a new movement, [BadassBusinessWomen.org](#). Amid a tough economic environment, rampant unemployment, and widespread failures of small businesses, the organization provides a platform for women to collectively advance in the business community through mutual support, training, mentorship, and business partnerships.

With the goal of providing both professional training and opportunities for meaningful relationship building, BadassBusinessWomen.org creates incubator events, conferences, and workshops. Recent and upcoming events include the [Empowered Woman's Success Summit in Miami on Nov 11 & 12](#) and the “STRUT” series of small, intimate brainstormers, which cover topics as diverse as body language, vocal training, personal and professional fulfillment, and exploring one’s personal brand. The organization is a growing platform for members to pool their resources to mobilize businesses and community projects. In six months, BadassBusinessWomen.org has amassed over 300 members across the nation.

What, exactly, is a “badass businesswoman?” “Women have been taught to be polite, agreeable, and helpful; vocal, strong-willed women are ‘bitches’ in today’s business world,” says Kizorek. “Our goal is to cultivate a generation of big-thinkers, women with concrete business and life goals. We want to encourage a new breed of businesswomen who aren’t afraid to ask for what they want and then surround themselves with people who can help them get it. That’s what BadassBusinessWomen.org is all about.”

“When someone tells me I’m a badass, it’s the biggest compliment they could give me,” Kizorek adds. “It means I’m on fire, I’m edgy, I’m making big stuff happen. When a woman is being a badass, her energy is contagious.”

While women represent over 51% of today’s workforce, only 2% of the world’s billionaires are women, indicating that despite remarkable advances for professional women over the last few decades, this segment of the labor market is still underserved and full of untapped talent. Kizorek, a serial entrepreneur, adjunct professor, author, and philanthropist, aims to touch one million women’s lives through BadassBusinessWomen.org in the hopes that members will create ripples in their own businesses and communities. Her goal is not just to inspire; through the organization, Kizorek challenges members to help each other build their businesses – attracting clients and making more money – as well as partnering with and hiring other “badass businesswomen.”

The organization encourages collaboration, rather than competition, with men in the business community. “*Being a Badass Business Woman is not about running stiletto-clad circles around men,*” states the organization’s philosophy. “*It’s about gracefully striding forward in the business world with a radiant strength and confident dexterity that is uniquely female.*” Instead of positioning women as competitors fighting men for rank in the business world, Kizorek aims to integrate women into the male-oriented workforce by encouraging men and women to acknowledge and value women’s unique leadership styles and creative contributions – and celebrating the female business leaders Kizorek believes are our nation’s “unsung heroes.”

*For more information on BadassBusinessWomen.org, how to join, and how to contribute, visit [www.badassbusinesswomen.org](http://www.badassbusinesswomen.org) or call 630-835-4811.*

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**About BadassBusinessWomen.org:**

[Badass Business Women](#) creates incubator events, conferences, and workshops with the goal of providing both professional training and opportunities for meaningful relationship building. With its roots online, the community has grown largely through word of mouth and social media.

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“The Official Guide to Being a Badass Business Woman,” marks Kizorek’s fifth book and is due for release this fall.

The Blog: <http://badassbusinesswomen.blogspot.com/>

Facebook Fan Page: <http://www.facebook.com/badassbusinesswomen>

**About Jessica Kizorek:**

Twenty-nine year old [Jessica Kizorek](#) is a serial entrepreneur, author, and adjunct professor at the Miami Ad School. She provides consulting services to corporations and small businesses, trains businesses to build relationships with their customers through online video and social media ([TheViralPulse.com](#)), speaks publicly on the topics of women in business, success strategies, and the rise of online video for marketing and fundraising, and is the author of four books.

Kizorek is also the founder of Two Parrot Productions ([TwoParrot.com](#)), a video production company where she works with her family, giving away video production grants to non-profit organizations around the world.

Most recently, Kizorek founded [Badass Business Women](#), an organization meant to challenge and support women in their ambitions to succeed in the workplace. Founded on February 17, 2010, the group has grown to over 300 members nationwide. Years of elite leadership training at Landmark Education prepared her for the exciting challenge of leading a movement destined to alter the lives of millions of women across the United States – starting in her own living room.