

**JENNIFER OPENSHAW**  
Author, *The Millionaire Zone*  
Host, "Winning Advice with Jennifer Openshaw"  
Contributor, Fox Business Network's *Cavuto*



A passionate advocate for families and working Americans, Jennifer Openshaw is author of the hit new book, *The Millionaire Zone*, and is seen regularly on America's most-watched shows -- from Dr. Phil, Oprah and Good Morning America to CNN and CNBC. As a proven entrepreneur and powerful voice for "the little guy," Jennifer knows that ordinary people often have limited resources, but unlimited aspirations. Her life's mission is to share her secrets of how successful people get ahead, and empower middle-income Americans to reach their financial dreams as well.

Jennifer has lived her own "rags to riches" story, getting her first job as a maid in a motel when she was 14 years old to help support the family. Since then, she's gone on to start several successful ventures and was named a "Mover and Shaker" in Silicon Valley by the San Jose Mercury News. Through her many TV appearances, columns at MarketWatch and AOL, "Winning Advice" segments on nationwide radio, Jennifer has entertained, inspired and empowered millions of Americans. Jennifer is also President and Co-Founder of the soon-to-launch WeSeed, designed to simplify the stock market.

Jennifer got her start in financial services working as Press Secretary for California's State Treasurer. She later served as Vice President at Bank of America and head of marketing for Wilshire Associates, one of the nation's largest investment consulting firms. At Wilshire, Jennifer launched the Wilshire 5000 Index Mutual Fund and converted the Index into a real-time stock index to be used by consumers and the media, including CNBC. She has also served as Senior Vice President of Corporate Marketing at Bank One, now JP Morgan Chase.

In 1999, Jennifer founded Women's Financial Network, a financial services company created for women. Her work as CEO and Chairman won her recognition as a "Mover & Shaker" in Silicon Valley by the *San Jose Mercury News* and one of the Internet's 25 Rising Star by *Internet World*. Her work has been featured in numerous publications including the *New York Times*, *USA Today*, *Business Week*, the *Chicago Tribune*, *Women's Day*, *Redbook*, and *Kiplinger's*. She is host of ABC Radio's "Winning Advice", AOL's Family Financial Editor, and a regular contributor to the Fox Business Network.

Jennifer's passion for helping consumers stems from her own life story. Jennifer's mother found herself divorced at age 28, with three young kids and no formal education. To make ends meet, her mother worked two full-time jobs as a waitress. While her mother worked days and nights, eight-year-old Jennifer raised her two younger brothers and, at age 14, took on her first 'real' job as a maid in a motel.

WeSeed is designed to help the 100 million+ Americans who do not own stock understand the stock market by starting with the things they already know and love, whether it's pets, fashion or parenting.

A Rotary Scholar, Jennifer holds an MBA and BA from UCLA and serves on the Advisory Board of Wyndham Hotels. She was appointed by the Governor of California to the prestigious Commission on California State Government Organization & Economy and is also a member of the Young Entrepreneurs Organization (YEO).