



## BIO

A widely published journalist and commentator, **Joanna L. Krotz** is the founder of The Woman's Playbook, a multimedia platform to encourage and support women's leadership and entrepreneurship that includes podcast interviews, books, workshops, speaking and content partnerships. The rising profile of women business owners means it's high time we rethink our notion of how women entrepreneurs walk, talk and think:

Because being equal doesn't mean being the same.<sup>SM</sup>

Krotz is expert at mapping women's changing terrain on Wall Street and Main Street. At *Money Magazine*, she pioneered groundbreaking coverage that tracked and celebrated women's growing financial muscle as consumers and investors. As editor and columnist for print and digital small business media, including MSN, Krotz helped to increase the flow of capital and credibility for women-owned companies. She has interviewed and advised hundreds of women practitioners, coaches and CEOs across the country about woman-charged issues, including finances, work-life balance, technology, growth strategies and purpose marketing. At *Town&Country*, Krotz again broke new ground by documenting women's characteristic choices about wealth, legacies, and charitable giving. She has been commissioned by clients as diverse as Microsoft, the University of Indiana, and the US State Department to examine small business, philanthropy and leadership through a gender lens.

She is the editorial director of Muse2Muse Productions, a boutique custom content provider, and author of *The Guide to Intelligent Giving: Make a Difference in the World and in Your Own Life*; *Making Philanthropy Count: How Women Are Changing the World*; coauthor of *The Microsoft Small Business Kit*, a 500-page guide to entrepreneurship; contributor to *Leading Women: 20 Influential Women Share Their Secrets to Leadership, Business, and Life*; and author of the upcoming *The Woman's Playbook*, an unprecedented report on the real-life issues facing female entrepreneurs, in-depth profiles that offer role models for women owners and an investigation into the impact of women's rising economic power worldwide. *The Woman's Playbook* is dedicated to moving the needle on women's parity, purpose and prosperity.

Joanna Krotz' work on behalf of women, entrepreneurship and giving are helping to remake society's image and expectations of women and wealth.