



BIO

Author, advocate and entrepreneur, 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.SM

Krotz has mapped the changing terrain of women entrepreneurs and helped increase the flow of capital and credibility for women-owned companies at a range of media outlets, including at Time Inc., where she pioneered groundbreaking coverage of women's growing financial muscle on Wall Street and Main Street, and as a columnist at Microsoft's *Women in Business* channel and the MSN portal. As contributing editor for philanthropy at *Town&Country*, Krotz raised awareness of the impact of women's wealth and giving.

She is the 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*; and of the upcoming *The Woman's Playbook*, a reported chronicle of the real-life issues facing female entrepreneurs. Krotz also coauthored *The Microsoft Small Business Kit*, a 500-page guide to entrepreneurship; and is a contributor to *Leading Women: 20 Influential Women Share Their Secrets to Leadership, Business, and Life*.

The Woman's Playbook is dedicated to moving the needle on women's parity, purpose and prosperity.