



Jennifer Johnson is the founder of True Fashionistas, Florida's largest lifestyle resale store, and a nationally recognized entrepreneur, business coach, author, and speaker. Over the past 25 years, she has grown True Fashionistas into a business generating more than \$50 million in sales while helping entrepreneurs build successful businesses without sacrificing their well-being.

Jennifer is the author of the Amazon bestselling book *Grace & Grit: Becoming a Confident Entrepreneur* and host of the award-winning *The Confident Entrepreneur* podcast, recently recognized among the Top 100 female-hosted podcasts in the country. She is a Gulfshore Life Businesswoman of the Year honoree and has been named one of Collier County's 100 Most Influential Leaders for two consecutive years. Jennifer has also been featured by national media including CNBC, *TIME*, Newsweek, *The Associated Press*, Martha Stewart, *Vogue*, and *Real Simple*.