

By: **Yitzi Weiner** | February 6, 2018

99 “Limit Breaking” Female Founders Share the Top 3 Lessons Learned from Their Experiences

2018 has begun, and pundits and opinion makers are predicting that 2018 will be the “Year of the Woman”. That of course, is yet to be seen. And we have heard this prediction before. Yet it is hard to deny that women have made enormous progress in the past few years. I partnered up with my friend Cam Kashani, a leader in empowering female founders, to profile some “limit breaking female founders” and the lessons that they can teach us.

We hope that you can find empowering and actionable words of wisdom from this last set of female founders who are pushing the boundaries.

Anna Zornosa is CEO of Ruby Ribbon, the Silicon Valley-based apparel company known for its shapewear-based collections (bras, camis, swimwear and more).

Anna, a veteran of tech and media companies like Yahoo and Knight Ridder Digital, founded Ruby Ribbon in 2011 after being inspired to create a unique everyday shapewear apparel company, whose products are only available through social commerce.

Anna has raised more than \$11M from investors Trinity Ventures, Mohr Davidow Partners and DBL Partners. She’s taking on industry giants like Spanx to capture a piece of the \$10B shapewear market. Not only does Ruby Ribbon differentiate itself with its wire-free, variable compression product line, the company sells its apparel products directly to consumers using a nationwide network of technology-empowered independent stylists.

She serves as an Advisor to several other startups including: Trulioo.com, Motista, Inc, Glam.com, and Chloe & Isabel. Previously, she served as EVP of the Cobalt Group, Vice President, Yahoo!, Chief Marketing Officer, Knight Ridder Digital, and CEO, Topica, Inc. She has both a Masters and Bachelor’s degrees from the University of Wisconsin, and lives in Burlingame, CA with her family.



Anna Zornosa, CEO of Ruby Ribbon

HERE ARE THE TOP THREE LESSONS I LEARNED FROM MY EXPERIENCES

- 1 Slow down and listen carefully. When I first started Ruby Ribbon I had no idea our shaping camisole would become our runaway best seller. Turns out, customers were using it as a bra replacement. I didn’t know it, but our customers and the Independent Stylists who represented our product did. Listening to them, deeply and with respect, was the engine of our success.
- 2 Prioritize confidence. Starting a business is a leap of faith in yourself, your goals and strategy. Set backs are part of life. But surrounding yourself with support, doing the things that make you feel strong, and focusing on gratitude can be the source of strength.
- 3 Always send a sympathy card. The little things matter. A card might seem like a small thing, but as someone who’s been there, I can tell you it is very appreciated. You will never regret acknowledging someone’s loss and being there for them. You will always regret having said nothing.

RUBY RIBBON