

BIOGRAPHY:

Barbara Stegemann

Top Game Changer CBC's *Dragons' Den* | CEO and Founder, The 7 Virtues

Barbara Stegemann's entrepreneurial vision was formed after her best friend—a soldier—was severely wounded in Afghanistan. Understanding that supporting Afghanistan's economy was a key to building stability for its people, Stegemann created The 7 Virtues Beauty—a company that sources organic oils from countries (such as Afghanistan, Haiti the Middle East and Rwanda) experiencing turmoil to encourage change and to reverse the effects of war and poverty.

Stegemann became known to millions of Canadians when she became the first woman from Atlantic Canada to land a venture-capital deal on the CBC TV show *Dragons' Den* for The 7 Virtues Beauty Inc. She went on to become the "Top Game Changer" in the history of the show for her social enterprise.

Since then, Stegemann was named one of Canada's Top 100 Most Powerful Women in Canada; won the Ernst & Young "Entrepreneur of the Year Award in the emerging Entrepreneur category for Atlantic Canada"; was ranked as one of *Profit Guide* magazine's "Top 30 Cool and Fabulous Canadian Entrepreneurs", her fragrance collection won *Chatelaine's* "Beauty 100 Award"; received the "Women Innovators Award" from the US State Department at the APEC Women and the Economy Summit; and was also made the first female Honorary Colonel in the history of 14 Wing Greenwood base, Royal Canadian Air Force.

Stegemann has opened as keynote speaker for Erin Brockovich, and is often invited to moderate panels and attend events as a delegate with world leaders such as Bill Clinton.

A newsmaker, Stegemann has been featured in major media around the world including in the *The Wall Street Journal Magazine*, *The London Sunday Times*, *The Globe and Mail*, *The National Post*, *Tattler*, and on CBC, CNN, Bloomberg, and more.

Stegemann is the author of the bestselling book, *The 7 Virtues of a Philosopher Queen*.

Barb lives in Halifax with her husband Mike and her children, Victor and Ella. Her fragrances that rebuild are phthalate free and vegan and are available at the Hudson's Bay stores across Canada. Award winning film director, Michael Melski tells her story with Captain Greene in the doc film, *Perfume War*, released to critical acclaim, winning Best Featured Documentary at the AFF and Best Humanitarian film at the Sedona International Film Festival.