

## **Kyshira S. Moffett**

Kyshira S. Moffett, MBA is an award-winning serial entrepreneur, brand strategist, and author who specializes in helping ambitious women entrepreneurs package their expertise, brand their influence, and monetize their online presence. Passionate about educating and equipping women with strategies to launch and scale their own businesses, Kyshira created #HERmovement in 2013. What began as an online community with more than 30K global followers and 2.6K members on Facebook, has since expanded to a digital educational hub full of online courses and products, a YouTube channel, and a podcast known as “The Bombshell Diaries”.

With a demand for more in-person connection and impact, Kyshira takes her brand offline to connect in two powerful ways - starting with the Hustle HER Way Summit in Pittsburgh, PA. This two-day conference is less about cute flower walls for photo ops, and more about practical, skills-based workshops where attendees leave with actionable strategies and a powerful network of entrepreneurial women from across the nation. Now approaching it's 4th year, the summit was featured in Fast Company in 2018. Furthermore, Kyshira launched The Power Collective in 2018 to provide private coaching to women entrepreneurs who desire to increase their visibility, profits, and impact.

Cultivating her passion for beauty, she launched Life of a Bombshell Cosmetics; a premium, yet affordably-priced cosmetics line designed for women who are movers and shakers. Keeping up the momentum, Kyshira has published three books: Bombshell of All Trades, Beauty That Banks, and most recently, All in Favor of Branding. She's also published three planners: From the Desk of a Bombshell, Project ManageHER, and Launch Your Beauty Brand Toolkit.

When Kyshira is not busy growing her Bombshell empire, she's an active member of the Greater Pittsburgh community. As former president of the National Black MBA Association, Pittsburgh Chapter and UYLP, she continues to exercise her expertise in training, facilitation, and public speaking by hosting workshops for professional organizations in the areas of branding, entrepreneurship, and the power of social media.

In 2018, Kyshira was inducted into the Forbes Coaches Council. Her continuous efforts and involvement have been recognized by EBONY Magazine, Fast Company, XO Necole, CNN Money, Blavity, Empire Life Magazine, and more! She is the recipient of the 2017 Entrepreneur of the Year Award, Millennial Visionary of the Year Award, and the Fab 40 under 40 Award. She is a proud graduate of Hampton University and member of Zeta Phi Beta Sorority, Inc