

Be all in, build businesses with economic impact,  
and go everywhere you are meant to go.

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## Meet Stephanie Breedlove

Stephanie Breedlove is the authentic voice for women entrepreneurs, with her own entrepreneurial journey spanning over twenty years. After launching a career in corporate America with Accenture, she found her true calling as co-founder and CEO of Care.com HomePay (previously Breedlove & Associates), the nation's largest and most comprehensive household payroll and tax firm. Her startup grew to national leadership, was acquired for more than \$50 million, and plays a vital role in the quality and professionalism of the in-home care industry.

Stephanie and her husband founded and self-funded their entrepreneurial endeavor with no prior experience running a business. During the journey of building a company, Stephanie strived to build a life that integrated family and business as complements, not competitors, to one another.

Stephanie's deep experience—coupled with her rare ability to combine scale, profitability, and quality through value-add, long-term strategies—has made her a sought-after mentor, business expert, thought leader, and speaker. Stephanie offers a lifetime of examples for entrepreneurs striving to build growth businesses that are successfully integrated into a fulfilling life. She is focused on paying it forward to help women entrepreneurs answer their unique calling.

Stephanie's expertise has been showcased in *Working Mother*, *The Economist*, *The Wall Street Journal*, *The New York Times*, and more. She is a member of the Central Texas Angel Network (the nation's most active angel network), and is engaged with organizations that share her passion for strengthening entrepreneurship, such as EBW2020, the Kauffman Foundation, Forté Foundation, and The Texas Governor's Commission for Women.



“Is entrepreneurship calling you? Pause and listen to the call, and make the tough decision to answer when you know it is for you. It will take you where you are meant to go.”

—Stephanie Breedlove, from *All In*

## Speaking Topics Include

- All In: Overcoming Obstacles and Lessons Learned as an Entrepreneur and a Woman
- Practical Steps to Thinking Big: What It Takes to Start and Grow a Business and Become What You Want To Be
- Financial Literacy in Business: Where to Start, How To Grow, and How To Finance That Growth
- The Path to Work-Life Balance: Buck Societal Norms and Take the Lead in Bringing Integration into Both Life and Work
- The Journey of Entrepreneurship: A Transparent Look at the Whys, Hows, Ups, and Downs

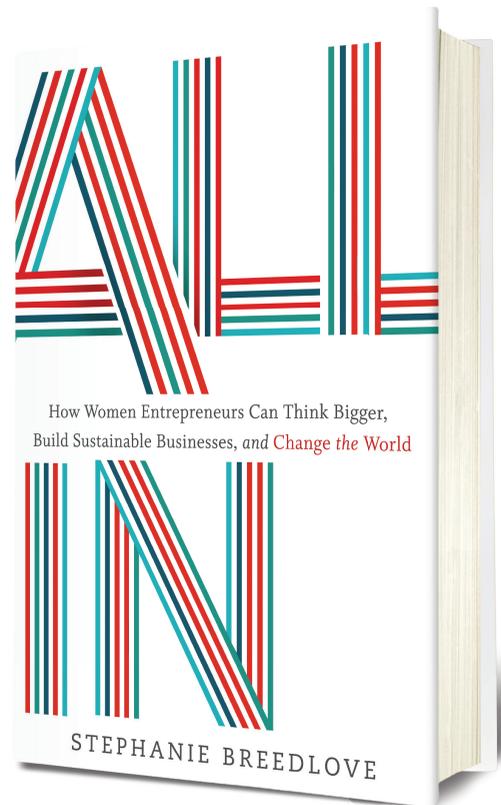
### All About the Book

*All In: How Women Entrepreneurs Can Think Bigger, Build Sustainable Businesses, and Change the World* outlines the hows and whys behind the decisions that led Stephanie Breedlove towards success. Her inspiring message empowers readers to be all they are called to be, to set the bar higher, and to grow businesses with economic impact and power. To create the life she desired, Stephanie often found herself at major crossroads—the kind that alter the direction and outcomes of life and require you to go all in to get to where you want to go.

Stephanie took a leap of faith, left the corporate world, and answered the call of entrepreneurship. Over the next few years she built a thriving business while simultaneously raising two young children. *All In* explores the current status of women in growth businesses, debunks myths surrounding entrepreneurship, and gives practical advice and support for women who want to start or grow their own businesses. Using research, case studies, and transparent insights from her own journey, Stephanie fills a gap in the lack of role models, giving her readers the information and authentic guidance they need to take the leap and bravely make tough choices on the road to success. She explores the question: Are you all in as an entrepreneur in business and in life?

### Ideal for Audiences Looking For

- An inspirational voice as they consider and/or take an entrepreneurial leap
- Wisdom, guidance, and a practical way forward at each step of an entrepreneur's journey
- Help navigating the financial landscape of starting and growing a business, from funding to financial skills and literacy
- Expert advice in integrating family and business as complements, not competitors, to one another



“Women consistently state that lack of female role models is a core barrier in deciding to launch a business or to grow a business. They want to see what they can be. Media stories focus only on successful outcomes, falling short of delivering real value from the complete story. In *All In*, I transparently share failures, successes and learnings from the full journey, delivering the value women entrepreneurs seek to find their inner drive, understand the practical steps, and move forward on their dreams.”

—Stephanie Breedlove, from *All In*



## Recent Speaking Engagements

- Fortune Most Powerful Women Summit | Host of Top 10 Female Entrepreneurs Event
- Forté Foundation | The Entrepreneurial Journey
- National Association of Women Business Owners | How to Think Big
- Texas Governor's Commission for Women | Empowering Women
- KPMG Round Table Event Advancing Women in the Workplace
- Women in Alternative Assets (WIAA) | Making it Work: Perspectives from Female Entrepreneurs
- Robinson & Cole Women's Initiative | Female Entrepreneurship
- Mother Attorney Mentoring Association (Austin) | Entrepreneurship & Education

## Awards

- Austin Business Journal Best Places to Work Winner 2012
- Austin American Statesman Top Workplaces Winner 2014
- Greater Austin Business Awards Finalist: Executive Leadership 2014
- Greater Austin Business Awards Finalist: Customer Service 2014

## What People Are Saying About Stephanie Breedlove

“Stephanie is not only an expert in her field, she also counsels countless business owners, advises government initiatives, and inspires so many female entrepreneurs. She does all this with grace, integrity, clarity of her voice, and power in her heart.”

—Sheila Lirio Marcelo, Care.com Founder and CEO

“Stephanie Breedlove tells her compelling success story in a way that is accessible to every (female) entrepreneur. While sharing practical advice from her personal experience, she inspires her audience to aim higher and achieve more.

—Sophie Wade, Founder and Workforce Innovation Specialist, Flexel Network; National Association of Women Business Owners Presidents' Assembly

“Stephanie has been a favorite speaker at industry conferences where business owners fill the room eager to learn from her experience. She has a clear mastery of her subject matter and knows how to apply her knowledge to business.”

—Carrie and Jens Hillen, Owners & Co-Presidents, Town + Country Resources

“Stephanie Breedlove effortlessly shares her entrepreneurial journey while peppering it with practical tips, interesting anecdotes, and inspirational stories. Her enthusiasm and spark make for an entertaining dialogue on starting a business.”

—Elissa Sangster, Executive Director Forte' Foundation