

New TV show focuses on women in business



Women in business are in the spotlight on a first of its kind TV show hosted by digital PR disruptor Jules Brooke.

She's The Boss, on Ticker TV* features women as business owners and bosses being interviewed about their business journey and what they have learned along the way, the good, the bad and the ugly.

Jules said with the proliferation of female-run businesses (now more than 30% of all businesses) it is important that women continue to support and uplift each other. "She's The Boss is showcasing the huge array of businesses across a myriad of industries that are being run by women," she said.

"With guests such as George McEncroe, the Founder of Shebah, and Monica Meldrum, the founder of Whole Kids foods sharing stories of their initial inspiration, what they have learned along the way and offering advice to viewers as part of the show.

"We're a bit starved for business TV that is interesting or appealing to people that are interested in business, but also innovation and technology. She's The Boss show makes business TV relevant to the hundreds of thousands of women running their own business, never mind the hundreds of thousands more that are considering it."

Jules is a PR coach who understands the huge value a television interview can make to someone's profile. Bringing her unique style of humour and empathy, this serial entrepreneur, taps into her inquisitive nature to dig deep.

The number of Australian businesses starting in Australia has been growing with women are leading the pack. Recent statistics show 34.8 percent of business owner-managers are female, with around 50,000 joining their ranks every year.

Ticker TV is a new way to watch business television. Founded by Ahron Young, ex Bureau Chief for Sky Business, the channel is streaming live through an app and also on Twitter.

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