



# LISA JONES

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MEDIA KIT - 2025



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Mum to one, step-mum to five, founder of 3 x multi-million dollar brands, passionate e-commerce coach, speaker, author, podcast host and creator of SHE-com.



Lisa Jones is a trailblazing entrepreneur, e-commerce coach, keynote speaker, author, and podcast host. With over 14 years in building and scaling online brands, Lisa has founded three multi-million dollar companies, including Ecoriginals, which she scaled and sold.

As a passionate advocate for women in business, her latest venture, SHE-com, is a global community dedicated to empowering female e-commerce entrepreneurs with hands-on programs, retreats, and no-nonsense, results-driven mentorship.



Lisa's journey is one of resilience and determination. She built her businesses while raising five stepchildren and her own daughter, navigating challenges such as domestic violence and the demands of solo parenting. Her vulnerability and empathy resonate with audiences, whether online or on stage, allowing her to connect in deeply personal and impactful ways.

SHE-com is more than a business - it's a movement. With a dedicated team of 36 women supporting thousands of female brand owners worldwide, SHE-com provides tools, strategies, and a collaborative space for success.

Known for fostering a community that values growth over competition, Lisa's mission is simple: to apply her own learnings and inspire powerhouse women to grow thriving brands and achieve lasting success.



# TIMELINE

First business baby -  
Sustainable Man with 19 staff and  
\$3m turnover



Win a lot of awards and are on over 300+  
supermarket/ pharmacy/ wholefood store  
shelves around Australia!



I start business coaching female-owned  
brands - I love every minute of it. I also  
swipe left and find Mr. Right.



Grow team to 30 staff and over 1000  
clients with an extended community of  
20,000+ women



Second business baby -  
Ecoriginals - took 2.5 years to get to market, but pre-sell  
\$100k in nappies and gather 30,000 parents emails in pre-  
launch



I leave my marriage, finally after years of  
domestic abuse. I exit my nappy brand  
and solo parent for 3 years.



Lose 50kgs through surgery and gain a  
new perspective on the world.



## **SHE-com.**

I throw everything I have into building SHE-com as  
an empire. I have interviewed 150+ incredible  
female brand owners in podcast, hot seats + live  
events. SHE-com is now the fastest growing  
community for women in e-commerce in Australia!

# ENGAGEMENT OPPORTUNITIES

“LISA JONES IS NOT JUST A SPEAKER; SHE'S AN EXPERIENCE.”

Experts agree that increasing participation in networking events, conferences, and industry conventions is essential to closing the gender gap in business.

Lisa Jones is frequently called upon for her expert insights into small business, drawing from her success in launching and scaling multiple brands and leading the SHE-com community of over 30,000 members. With first-hand knowledge of the pain points faced by female business owners, Lisa offers practical solutions that drive results. Her expertise has been featured in leading publications like Forbes, The New York Times, Smart Company and Inside Small Business.

Available as a keynote speaker, event MC, and host, Lisa creates a lasting impact by skillfully blending personal stories, heartfelt guidance, and actionable strategies. Her tailored presentations empower audiences with maximum impact and valuable takeaways, leaving them inspired and motivated.

Lisa's ability to connect authentically with her audience has also made her a trusted influencer and collaborator. Brands looking to partner with Lisa have multiple opportunities—through social media, email campaigns, and more. Committed to working with brands that align with her vision, Lisa delivers beyond expectations, ensuring engagement that is both genuine and impactful.



HOST OF SHE-TALKS E-COMMERCE PODCAST

KEYNOTE & HOST AT SHE-COM LIVE

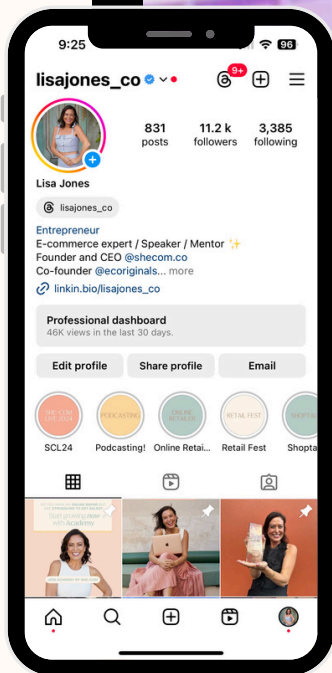
SPEAKER & HOST AT ONLINE RETAILER 2024

KEYNOTE AT INTUIT MAILCHIMP 2024

MODERATOR AT LIFE INSTYLE/REED 2024

& MORE!

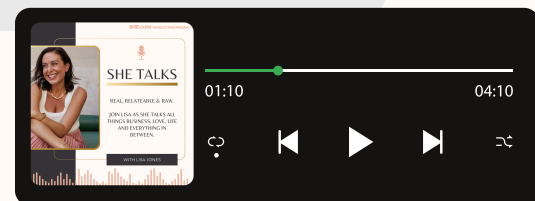
# SHOWREEL



52k+ combined followers  
on Instagram



5k+ followers on Facebook  
9k members in private  
Facebook Group



Lisa's audience:

- + 91% female
- + 40% aged 35-44 (85% between 25-54)
- + 90% based in Australia

Lisa has a highly engaged social audience, where she shows up authentically as herself. She candidly shares her thoughts on business, motherhood, mindset, relationships, health, wellness—and even her favourite looks. By sharing her raw and honest perspectives, Lisa creates a space where her community feels heard, understood, and embraced.

FOLLOW LISA ON SOCIALS

@LISAJONES\_CO 12K | @LISA.KYLIE.JONES 5K | @SHECOM.CO 36K

LISA JONES & CO 5K



# TESTIMONIALS

"Lisa is a dynamic, natural and engaging speaker who shares her wisdom in a way that leaves guests feeling empowered and equipped to take action"

Taryn Williams, The Right Fit & Hashgifted

#gifted



mailchimp

"Huge thanks and congratulations on Lisa's outstanding participation in FHTT2024, Sydney. Her keynote was a smash hit with guests, and we cannot imagine the program without her. Personally, it has been a joy working and collaborating with you on this journey, and we cannot thank you enough for your eager contribution, enthusiasm, and overall stoke throughout the process. I sincerely hope the stars align and that we have the opportunity to collaborate again in the future."

Anthony Benson, Intuit/Mailchimp

"Lisa is an exceptional keynote speaker and business woman, seamlessly weaving professionalism with an inspiring presence on stage. Her articulate delivery captivates audiences, leaving a lasting impact. Lisa's ability to connect personally with listeners goes beyond. Her warm and personable approach transforms events into engaging experiences."

Alisa Fraser, al.live body



**STYLERUNNER**

"Lisa Jones brings energy, enthusiasm, and experience to the stage as either MC or speaker. A trusted professional that knows how to connect with the audience, engage and entertain. Highly recommend."

Julie Stevanja, Co-founder Stylerunner, Co-founder Wrapd.ai

"Lisa has first-hand experience of being an e-commerce founder along with an extensive network and exceptional presentation skills. Those three things are a killer combination! She is equal parts inspiring and relatable when presenting or hosting an event or delivering a keynote speech - she brings a touch of magic to every event she is involved in."

Hannah Spilva, LVLY



"Lisa is a true trailblazer, as one of the first Aussie e-commerce success stories. As an interviewer she is passionate and curious, and knows exactly the right questions to ask to ensure the audience can actually take away business changing tips and growth hacks, rather than just hear the macro version of their journey."

Kristy Chong, Founder Modibodi



# BOOK LISA FOR YOUR NEXT EVENT

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[WWW.LISAJONES.CO](http://WWW.LISAJONES.CO) | [WWW.SHECOM.CO](http://WWW.SHECOM.CO)

[LISA@SHECOM.CO](mailto:LISA@SHECOM.CO)

[BEC@SHECOM.CO](mailto:BEC@SHECOM.CO)

[SPEAKERS@SHECOM.CO](mailto:SPEAKERS@SHECOM.CO)



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