

SHE-com™



**World's *fastest growing*
community for women
in ecommerce**

About SHE-com™

SHE-com was founded in 2021 by Lisa Jones, a 3 x multi-million dollar brand owner who recognised the rising wave of female-led ecommerce brands.

She saw their incredible potential and how much faster they could grow with the right support, strategy, and community behind them.

Built by women, for women, SHE-com empowers product brand owners to confidently launch, grow, and scale profitable online brands.

SHE-com is now the fastest growing community for women in ecommerce in the world.

www.shecom.co



INDUSTRY RECOGNITION



ORIAS Finalist
Industry
Recognition



VIP Industry
person of the year



Financial Review
Customer
Champion



Smart Company
Awards Community
Hero & Smart50
Companies



Best Industry
Event by
NORA



About **LISA JONES**

Lisa Jones is a trailblazing entrepreneur, ecommerce coach, author, podcast host and founder of SHE-com.

With over 19 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 platform dedicated to empowering female ecommerce 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 readers, allowing her to connect in deeply personal and impactful ways.

 www.lisajones.co

 [@shecom.co](https://www.instagram.com/shecom.co)

 [@lisajones_co](https://www.instagram.com/lisajones_co)

 [lisajones_co](https://open.spotify.com/artist/lisajones_co)

 [lisa-jones](https://www.linkedin.com/company/lisa-jones)



About **GABI SAPER**

Gabi is a digital marketing strategist turned e-commerce entrepreneur who transformed a COVID lockdown curiosity into a multimillion-dollar global business.

As Co-Founder of CMY Cubes, she's grown the brand to 175,000+ customers, generated 200+ million social media views, and secured retail partnerships with MoMA NYC, The Getty, and 300+ stockists worldwide. Gabi has also been awarded as a B&T 30 Under 30.

In 2025, after several years of being part of the SHE-com community and leadership team, Gabi joined forces with Lisa and was announced as a Co-Founder of SHE-com.

[ACCESS GABI'S HEADSHOTS HERE](#)

FOUNDER. SPEAKER. PANEL MODERATOR. PODCAST HOST.



@SCALEWITHGABS 4K



GABI SAPER 5K



SHE-COM FAST FACTS

SHE-com is the **WORLD's fastest growing community of female ecommerce owners**

600+

Program Members

#3

SHE-talks Podcast
Ranking

100K

In Our Community

80K+

Social Followers

11,000

Brands Grown

SHE-com *in the media*

Medium

Lisa Jones Of SHE-com: Five Things I Wish Someone Told Me
Before I Became A CEO

Founder Lisa Jones was able to grow SHE-com to an ecosystem that now supports over 75,000 women founders.

 **SmartCompany**

The Exit

presented by **Flippa.**

How Lisa Jones built a 40,000-strong network with
SHE-com

SHE-com is on a mission to help women-led product
brands grow faster, smarter, and with less burnout

AURALIS
MAGAZINE

AND ALSO FEATURED IN...

The New York Times

Daily Mail

**THE
MORNING
SHOW**

Forbes



A photograph of three women in a professional setting. Two women are seated at a white table, looking at a silver laptop. A third woman stands behind them, leaning over and pointing at the screen. All three are smiling and appear to be in a collaborative work environment. The woman on the left has dark hair and is wearing a white top. The woman on the right has dark hair in a ponytail and is wearing a white blouse. The woman standing has long brown hair and is wearing a dark blue top. The background is a bright, modern office space with a large circular mirror on the wall.

SHE-com