

Executive Team



Sheila Stewart **CEO (Chief Empowerment Officer)**

Sheila Stewart is a serial entrepreneur, author, speaker and marketing expert who operates at Mach 10 all day, every day. They don't call her the Chief Empowerment Officer for nothing.

Over the last 20 years, Sheila has climbed the corporate ladder, created a reputation as a national marketing expert and built an award-winning advertising agency.

Her marketing experience has included work with Warner Bros., Hard Rock Café, Ernst & Young (Health Care and Telecommunications Divisions), Doubletree Hotels, Signator/John Hancock, Verio, Parke Davis, WebMD and Six Flags.

In 2008, Sheila saw the need for a women's company that did more than just provide networking and web links to outside companies. Thus she created Empower 180 as the turn-key solution for women entrepreneurs who wish to bring their business from the initial funding through the growth and tools stage to the exit strategy of the company.

Sheila earned a Bachelor of Science in Business Administration from the University of Denver and a Master of Science degree in Marketing from the University of Colorado at Denver. Sheila lives in Denver, Colorado with her husband and spends her spare time running, antiques and shoe shopping.



Rachel Ceccarelli **Chief Communicator & Team Cheerleader**

Rachel is the glue that holds the Empower 180 team together. She has a background in journalism and media relations so she is the perfect person to create buzz within the team and the media.

Rachel is an entrepreneur at heart and the ultimate risk taker. Originally from upstate New York, she was ready for a change and so she picked a place on a map and ended up in Denver, which she now proudly calls home.

Before joining the outrageous Empower 180 team, Rachel was a reporter for a Denver newspaper and also served as the University Liaison for a private university in Colorado.

Rachel graduated from St. Bonaventure University with a Bachelor of Arts in Journalism and Mass Communication. Rachel's entrepreneurial skills took over when she created, produced and hosted "College Cooking 101", the first ever on-campus cooking show dedicated to teaching college students necessary culinary skills. She was also the News Director for the number one college radio station in the U.S. Rachel lives in Denver and spends her spare time cooking, running, hiking and can be found nearly every weekend skiing the black diamond slopes.

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Kristi Helzer **Chief Creative Consultant**

Kristi has spent more than 25 years helping connect people to local resources and serving on committees has developed her into a true team player.

She is a Motivational Speaker and Event Planner with her career being dedicated to promoting businesses, products and events through the development of collateral materials, networking, advertising and fundraising.

Kristi is formerly a managing director of a professional women's organization in Greeley, Co. It was because of Kristi's innate networking skills that the organization grew to its large size in the Northern Colorado area. She is also the marketing director of the Greeley Philharmonic Orchestra.

Kristi graduated from the University of Northern Colorado with a Bachelor of Arts in Mass Communications and Journalism. She is a member of numerous organizations including the Greeley Corale. She is a past president of the Women's Development Council of Northern Colorado. She lives in Greeley with her husband and is passionate about living life to the fullest with a fun spirit.



Jennifer LeBrett **Chief Purpose & Passion Detector**

Jennifer has been an entrepreneur since the age of sixteen when she created an after school dance program for young girls in her community. Bringing the feminine spirit together in co-creation and transformation has been one of her lifelong pursuits.

As creator and founder of Barefoot Systems™, building your business from the soul up, Jennifer knows that sound business principles blended with passion and talent create a winning combination for success.

Jennifer is the Executive Managing Director of a professional women's organization in the North San Francisco Bay area. The tremendous growth in this organization can be attributed to her excellent relationship skills along with her drive and passion to help women entrepreneurs grow their business. Jennifer has a Bachelor of Science in Organizational Behavior and Leadership and holds an advanced certification in Theta Healing™.

Jennifer is the President, CEO, CFO and MOM of her own domain where she oversees the growth and development of her two sons, ages 13 and 11.



Tonia Ribble-Lewis
Chief Mover and Shaker

If you want something done, ask Tonia. Tonia is the owner of Corporate Capers Stiletto Style and she has more than 14 years of international marketing experience.

Tonia's career covers positions such as Vice President of a national travel company, manager of 6 different departments with a global cruise line, and various managerial positions with multiple national Casino Entertainment companies.

Tonia graduated from East Stroudsburg University with a Bachelor of Arts degree and earned the 1995 Phoenix Players Theater Performance Service



Becky Moffitt
Chic Financial Officer

Becky has been a philanthropist and rockstar in the financial services industry for the past 6 years. She is currently a partner at New York Life.

Born in Oregon, she moved to Stockton, CA more than 10 years ago after receiving a scholarship to play soccer in the area. She graduated magna cum laude with a Bachelor of Finance from the University of the Pacific, in Stockton, CA.

Becky is no newcomer to awards. She has been named the New Organization Agent of the Year in 2005 at New York Life and was an Academic All-American in college.

Becky is on the Pacific Fund Advisory Board, a member of NASA and the Stockton Sunrise Rotary. Becky lives in Stockton and enjoys traveling with her friends, yoga and being the life of the party.