

THOUGHT LEADERSHIP FROM THE EXCEPTIONAL WOMEN ALLIANCE



BY LARRAINE SEGIL

Featuring:
Janna Ronert
*Founder &
Chairwoman of the Board
Image Skincare*



Janna Ronert knows about taking initiative. In 2003, she started IMAGE Skincare, a professional skincare line she created out of her apartment to solve her problems with rosacea. Her hard work and vision turned IMAGE Skincare into the #1 spa and salon professional skincare brand.

A previous recipient of Ernst & Young's Entrepreneur of the Year award, today Janna shares tips for **growing an entrepreneurial company globally**.

"First and most important, you must have a **great product that you're super passionate about**. That is by far the number one way to grow a global company. When you're passionate about that product, your voice will reflect that passion and be heard by so many people across so many different platforms like Instagram, TikTok or Zoom.

"Another key element if you want to grow globally is to have **exceptional partners with boots on the ground**, that know the culture, that know the people, that have those connections. Now, post-COVID, we're back in stores, and brick and mortar is still a very, very important component for many businesses.

"Also, find a way in your budget to **bring your team together**. Zoom is great, but once you get together, you start *really* connecting. You have deeper conversations; you build the culture. I don't think there's anything that can stop you as an entrepreneur if you've got a great group of team cheerleaders behind you.

"And I'll leave you with this final thought that my father always said, 'The lazy are never lucky.' As an entrepreneur, you will work extremely hard, and it takes some luck, but **what really matters is your persistence and perseverance.**"

Janna's success is a testament to her drive and commitment. I know Janna will agree that being an entrepreneur, while rewarding, can also be very lonely. I'm thrilled that our [EWA community](#) supports her. Whether you are running your own company or part of a larger organization, remember to find your people.

Until next time,

Larraine

Founder, Chair & CEO
Exceptional Women Alliance Foundation

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