



**EMMA GREDE**

*Guest Shark on ABC's "Shark Tank"*

Emma Grede is a British businesswoman, entrepreneur and philanthropist. She is the CEO and co-founder of Good American. Grede was named as one of America's Richest Self-Made Women and America's Richest Self-Made Women Under 40 by Forbes.

In October 2016, Grede launched Good American alongside Khloé Kardashian. What started out as the largest denim launch in history, Good American is now an iconic B-Corp certified brand, sold globally and largely credited with propelling the narrative for inclusivity throughout the fashion industry.

Grede went on to co-found SKIMS, a solutions-oriented brand creating the next generation of underwear, loungewear and shapewear, and is the co-founder of Safely, the plant-powered cleaning brand delivering clean cleaning products to the masses.

Grede got her start working in fashion show production, before founding and serving as CEO of ITB Worldwide, a talent management and entertainment marketing agency which she successfully sold and exited.

Grede's passion for tangible change and progress through socially responsible and conversation-advancing work is consistently reflected in the culture of her teams and the businesses she builds. As an immersive leader, Grede continues to advocate for inclusive representation across industries while finding opportunities to foster real change. Emma serves as chairwoman of The Fifteen Percent Pledge and as a board member of Baby2Baby.

Born and raised in London, Grede currently lives in Los Angeles and is married to Swedish entrepreneur Jens Grede. Together they have four children.

**PERSONAL INFORMATION**

HOMETOWN: London, England

BIRTHDATE: September 23