

# Betty Hines

Strategic Business Consultant

CEO & Founder-W.E.W. Women Elevating Women



*ELEVATE TO ACCELERATE*

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**BETTY HINES**

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BUSINESS STRATEGIST

Betty Hines is a Strategic Business Consultant for Women and the CEO & Founder of W.E.W. Women Elevating Women. Betty works with women business owners who run multimillion dollar businesses. She has spent the last 3 years as the CEO & Founder of W.E.W. Women Elevating Women bringing Women of Color ( WOC) and achievement together to work collaboratively and learn from each other how they can scale their businesses.

The W.E.W. approach is to bring Women of Color ( WOC) and diversity together in virtual monthly meetings in a confidential setting, to discuss those issues they feel have been barriers to their businesses. There is a comfort zone when WOC are meeting with women who resemble them ethnically and culturally. These women businesses gross revenues range from \$100K to \$1MM+. In their safe haven, WEW CREW members can have open discussion about what they do not know, allow themselves to be uncomfortable and vulnerable with no fear of being judged or rejected. W.E.W. continues to seek the support of Corporate Sponsors and Federal Contracts from the different Government agencies. We know that their commitment to Diversity & Inclusion in the business and financial community, will aid in the growth of these Women of Color businesses. Currently, many WOC businesses lack knowledge or a financial understanding on how to access capital and other opportunities. W.E.W. provides resources and collaborates with other organizations to present information that has digestible content, and can be consumed easily. The mission of Women Elevating Women is to assist WOC businesses accelerate business growth, and provide economic and financial security, by providing a platform like the W.E.W. Mastermind/ Peer Advisory Groups.

W.E.W. knows that when WOC are in a safe place together, they are more comfortable in asking questions that might make them uncomfortable and vulnerable, but they have little fear of being judged or rejected. W.E.W. is their "safe haven".

Betty intends to open more W.E.W. WEW CREW groups around the country and globally. Keep Elevating!!