

Betty Hines

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BUSINESS STRATEGIST

Strategic Business Consultant

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

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 & achievement together to work collaboratively and learning from each other how they can scale their businesses.

This platform gives them the opportunity to strategize together and hear stories from other successful women and visionary men, on topics that are critical to them moving their businesses forward. It is based on her 5 Pillars of Success: Communicate, Connect, Cultivate, Collaborate and Courage. From these conferences she heard and acted on the need to have private peer advisory groups solely for Women of Color (WOC) with diverse backgrounds. This Mastermind group of women is called the WEW CREW. They meet virtually every month to discuss what are the barriers and challenges they face as a WOC business owner. They are also provided with skill enhancing presentations, access to capital for WOC entrepreneurs in conversations that have digestible content that they can consume and process easily, providing comprehensive financial education, taking care of their health and wealth, accountability partners and teams, and everything to help them achieve their goals and scale their businesses. Her 1st W.E.W. Mastermind Group or WEW CREW was launched in November 2020.

Betty has experience in Corporate America as a C-Suite Executive and as a business owner. She understands the struggles of trying to build and scale your business when you feel and are marginalized. It's exacerbated when you don't have access to capital, information and resources as a minority woman. Having served as a Facilitator for Women Presidents' Organization, a membership organization for women presidents who run multimillion-dollar businesses for over 15 years, Betty knows firsthand the value of peer advisory groups. As a professional facilitator, she sees the benefits of peer advisory groups and how it "brings out the genius" and helps accelerate the growth of their business.

With the continuing gap of gross revenues between minority and non-minority women business owners, and especially Black women who are experiencing a 90% wealth gap, there is a clear need to act, so they do not continue to be disadvantaged. Source: Goldman Sachs Global Investment Research-Black Womenomics.

W.E.W. Women Elevating Women is the answer for Women of Color with diverse backgrounds to be in an environment where women can support other women, help resolve business issues, hold each other accountable for achieving their goals with women who like them, and who have similar experiences. W.E.W is all about Women Elevate Women!!

Betty is the mother of two adults, one son and one daughter. She lives in Maryland with Earnie, her husband, and is a proud University of Michigan Lifetime Alumni and Lifetime Member VFW Auxiliary #521.

HONORS & AWARDS

- The International Adrienne Hall Award for Breaking Down Barriers. -Women Presidents' Organization 2020.
- Positive Impact Award: Professional Insurance Ladies Association of Nigeria-Women In Insurance Conference in Nigeria November 2020
- An Architect of the Women of Color Achievement Award collaboration between Women Presidents' Organization and 100 Black Men of America, Inc. 2010-2019 (23 cities.)
- Grateful Appreciation for Board of Directors Service 2006-2012- Lifebridge Health
- Maryland Top 100 Women- Inducted Into Circle of Excellence (3 X honoree)- by The Daily Record 2012