

STARTUP-FRIENDLY COMMUNITIES READY TO HELP YOU THRIVE

# SUCCESS<sup>®</sup>

THE  
GROWTH  
ISSUE

WOMEN  
*of* INFLUENCE

50

WOMEN WHO  
SHAPE OUR WORLD  
INNOVATORS, EXPERTS &  
INDUSTRY TRAILBLAZERS

Mel  
Robbins

**THE LET THEM MINDSET:  
THE SURPRISING  
SECRET TO RECLAIMING  
YOUR POWER**

TAKE A  
VALUES-FIRST  
APPROACH TO  
PROGRESS

SET BOUNDARIES TO  
ENHANCE WELL-BEING

MARCH / APRIL 2025  
DISPLAY UNTIL MARCH 31, 2025

\$9.99US \$10.99CAN

04>



0 71896 40044 1

# CONTENTS

- 4 FROM OUR CEO
- 6 FROM THE EDITOR

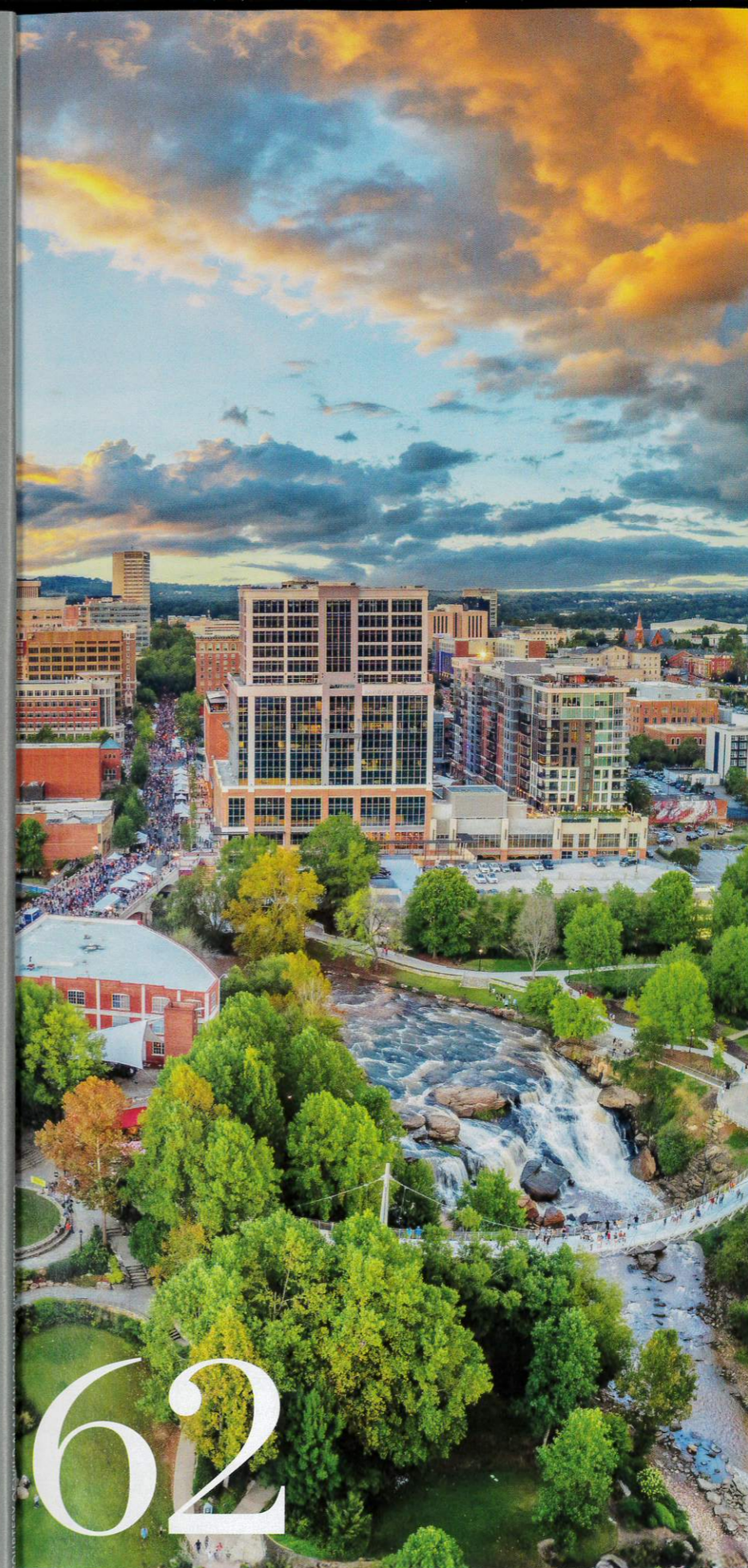


## SOFT LAUNCH

- 10 **NEW & NOTEWORTHY**  
From corporate wellness initiatives to the green tech bloom, here's what we're paying attention to.
- 12 **SUCCESS INTERVIEW**  
Former finance exec Hilary Hoffman's SotoMethod helps busy professionals build mental and physical resilience efficiently.
- 16 **LEADERSHIP**  
Wild Alaskan Company founder Arron Kallenberg's growth strategy is simple: Take a values-first approach.
- 20 **ENTREPRENEUR**  
At 54, Matt Harris left a lucrative career to pursue pearl jewelry, creating a dream life that inspires others.
- 22 **WELL-BEING**  
Setting boundaries around our time can benefit our personal and professional lives.
- 24 **MONEY**  
'Finfluencer' Katie Gatti Tassin is leading the charge for financial independence, starting at the intersections of feminism and finance.
- 28 **TOP OF MIND**  
Experts explain how resiliency is the capacity to keep striving.

## FEATURES

- 38 **2024 WOMEN OF INFLUENCE**  
Celebrating the bold women redefining our future: Meet the 50 *SUCCESS* Women of Influence award winners.  
BY KERRIE LEE BROWN
- 62 **THE BEST CITIES TO LAUNCH AND GROW YOUR BUSINESS**  
These startup-friendly communities are ready to welcome you with open arms—and offer the support resources needed to thrive.  
BY SARAH KUTA



## GROUP CHAT

- 72 **MY WAY**  
The Hush Collaborative co-founder Allie Fendrick is paving the way for change readiness.
- 74 **MENTOR MESSAGE**  
Can 20 minutes a day of guided breathwork transform your well-being?
- 76 **TECH TIME**  
Is technology the antidote for outdated medical means?
- 78 **ROUNDUP**  
Engage with 5 podcasts that inspire evolution and personal development.
- 80 **CALENDAR**  
Add these upcoming business and tech events to your calendar.
- 82 **FROM THE ARCHIVES**  
A look back to February 1981 when *SUCCESS* explored practices for creative growth.
- 84 **MARKETING MEMO**  
ZeroBounce founder and CEO Liviu Tanase invested millions in marketing to find his audience.
- 86 **GIVING BACK**  
Speaking out about domestic violence can be terrifying but world-changing, explains survivor and Unsilenced Voices founder Michelle Jewsbury.
- 88 **ACTION PLAN**  
Put 5 ideas from this issue into action immediately.