

# JESS WEINER

A portrait of Jess Weiner, a woman with dark, wavy hair, wearing black-rimmed glasses and a black top. She is smiling slightly and has her arms crossed. The background is a dark, textured grey. A teal vertical bar is on the left side of the image.

CULTURAL EXPERT + CREATIVE

# Jess Is...

Jess Weiner is a Cultural Expert + Creative who has spent 26 years researching and educating on cultural trends in order to help people feel seen, heard & understood.

She is a bestselling author, podcast host and speaker who has connected with audiences from the White House to Wall Street, and studios to schools around the world.

Considered a brand's secret weapon, Jess is a trusted advisor to companies such as Unilever, Mattel, Warner Brothers and Nike.

She has been a strategic partner in culture-changing moments such as Dove's campaign for "Real Beauty" and the evolution of Barbie.

Through her consultancy, Talk to Jess, Jess and her team help Fortune 500 companies to become more inclusive and culturally fluent.

She is also an adjunct professor at USC and was recently named by Fast Company as one of the most creative people in Business in the areas of Diversity and Education.

Jess is the producer and creator of online courses called The Good Life, a series focused on personal and professional development.

## Helping people feel seen, heard + understood.





# Her Journey

**1994**

Featured on MTV for fighting institutionalized sexual harassment

**2003**

Published first book, *A Very Hungry Girl*

**2006**

Pioneered launch of Dove's "Campaign for Real Beauty"

**2012**

Guided Disney with insights + strategy to bring Princesses into a new era of empowerment

**2015**

Worked with The White House Council for Women and Girls under the Obama administration

**2016**

Partnered with Mattel to make Barbie's body more diverse

**2017**

Became an advisor for Aerie who made a commitment to no longer retouch

**2019**

Helped launch Mattel's first gender-inclusive doll line, redefining dolls and who gets to play with them

**2020**

Created and produced the podcast, "We're All Going to Die, Anyway"

**2021**

Launched The Good Life courses on professional and personal development

**2021**

Produced + hosted podcast, *Dominant Stories*, with Shondaland Audio + iHeart Radio

# Consulting

Through her consultancy, Talk to Jess, Jess and her team serve as strategic partners to Fortune 500 companies, helping them to become more inclusive + culturally fluent.

Through translating cultural insights and providing workshops and training, Talk to Jess helps their partners move from insights to action.



INSIGHTS  
EDUCATION  
CONSULTING

## Clients + Partners





# Press + Writing

**TIME**

**Bloomberg**

**FAST COMPANY**

**PennStater**

**REFINERY29**

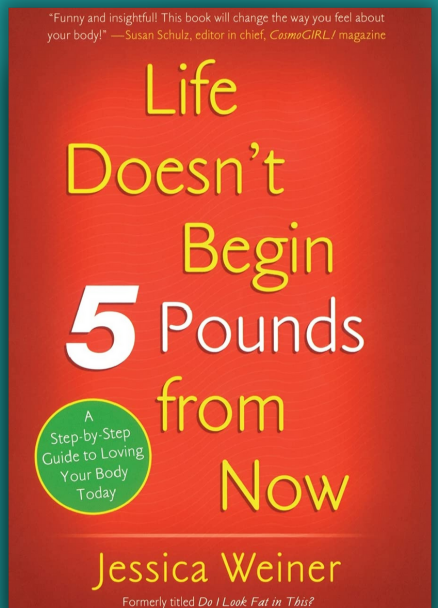
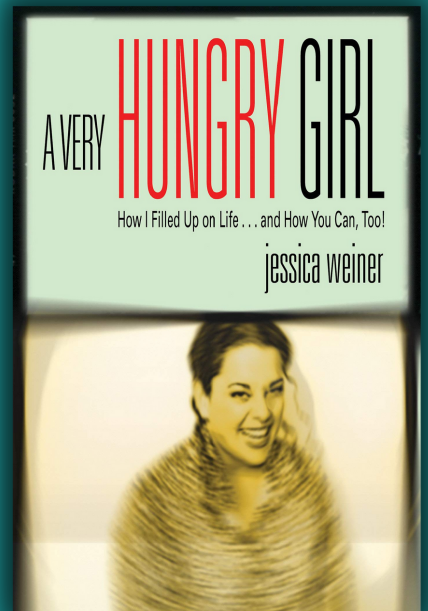
**HUFFPOST**

**The Washington Post**

**Inc.**

**shondaland**

**BUSTLE**



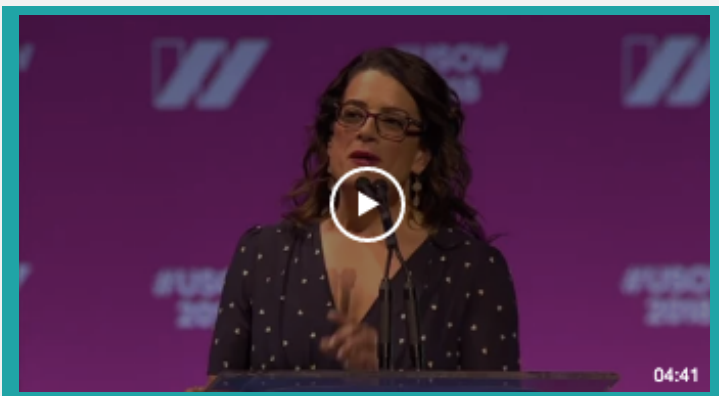
# Speaking



MEET JESS WEINER



MTV UNFILTERED -1995



THE UNITED STATE  
OF WOMEN SUMMIT



TIME - MATTEL CREATABLE  
WORLD LAUNCH



BRENTWOOD SCHOOL IT'S  
OUR TURN CONFERENCE



SHE SHOULD RUN  
NATIONAL CONVERSATION

# Podcast

shondalandaudio))



## DOMINANT STORIES

WITH JESS WEINER

A conversation series that reclaims and rewrites the stories we've been told about our bodies, our beauty, our creativity, and our identities

Listen + subscribe wherever you get your podcasts!



# THE GOOD LIFE

with Jess Weiner



Jess now offers online courses called The Good Life, a series focusing on personal and professional development.

*"Love the format of Jess' videos, worksheets, Q+A. The ability to review at any time is so much appreciated. Guest speakers and suggested people to look into for further insights are wonderful."*

*- Good Life Alumni*

These creative, interactive, and practical exercises help you design a life you love on your own terms.

# Contact



[www.jessweiner.com](http://www.jessweiner.com)