

Jenny Poon

FOUNDER | CO+HOOTS, CO+HOOTS FOUNDATION AND EEKO STUDIO

AGE: 32 **BORN:** Minneapolis, MN **RAISED:** Eden Prairie, MN

CAREER: In 2002, I spent a year in China teaching where I fell in love with sharing knowledge and impacting youth. My first full-time job out of college was as a graphic designer for James Publishing in Santa Ana, California, in 2005. In 2007, I was a graphic designer for *944 Magazine* in Scottsdale then became an art director for the *Arizona Republic* Magazines. In 2009, I founded eeko studio, a graphic design and branding agency. A year later, I founded CO+HOOTS, central Phoenix's first and now largest co-working community and entrepreneurial collaboration hub.

CIVIC: I volunteered with several local nonprofits, including Global Family Philanthropy, Child Crisis Center and Girls in Tech. I co-founded the CO+HOOTS Foundation, the nonprofit philanthropic arm of CO+HOOTS to do social good. The Foundation organizes educational programs for youth and adults focused on business and technology.

SYNOPSIS OF YOUR LEADERSHIP ROLE: I believe it is our job to train future leaders. I love sharing my knowledge and hope to encourage people to dream. Anything is possible.

AHA MOMENT: The day I decided to start my first business, and didn't want to do it alone.

BEST ADVICE YOU EVER RECEIVED: Don't forget to take a moment to breathe in all you've accomplished.

ADVICE FOR THE NEXT GENERATION OF WOMEN LEADERS: It's OK to not have all the answers.

LEADERSHIP PHILOSOPHY: Help others be great leaders.

GROWING UP YOU WANTED TO BE: An inventor. I always wanted to solve problems and create things. To take many small parts and meld them into something functional and useful.

FACT ABOUT YOU OR TALENT THAT WOULD SURPRISE PEOPLE: I didn't get my bachelor's degree until 2013. For 10 years, I was missing one class to be able to fulfill the requirements to earn my degree. That class was a Chinese language class.

NETWORKING TIP:

"Go into every meeting with the intent to help the other person."

YOUR ANTHEM: "Best Day of My Life" by American Authors. I wake up every day with the best of intentions. I strive to make the most of every day, to find joy in every day. It's so easy to get caught up in the misery, self doubt and depression of all the world's problems, but if you think about it we really are so lucky to just be here on Earth.

NEXT BIG PERSONAL GOAL: To help raise my daughter to be a kind, empathetic, strategic-thinking, caring and strong woman.

NEXT BIG PROFESSIONAL GOAL: To support 1,000 entrepreneurs through CO+HOOTS and help as many women business owners as I can.