

RED DIRECTION



## PRESS RELEASE

FOR IMMEDIATE RELEASE  
June 13, 2018

CONTACT:  
Pamela Barroway  
720-722-4027  
[hello@reddirection.com](mailto:hello@reddirection.com)

### **JESS DEWELL HONORED AS BRONZ STEVIE® AWARD WINNER IN 2018 AMERICAN BUSINESS AWARDS®**

Boulder, CO — Nationally-recognized business development and marketing tactician Jess Dewell was named the winner of a Bronze Stevie® Award in the Woman of the Year - Business Services Industries category in The 16<sup>th</sup> Annual American Business Awards®.

More than 3,700 nominations from organizations of all sizes and in virtually every industry were submitted this year for consideration in a wide range of categories. Jess was nominated in the Woman of the Year - Business Services Industries category.

More than 200 professionals worldwide participated in the judging process to select this year's Stevie Award winners. Here are some of their comments about Jess:

“She is passionate about accurately assessing your business story and how it relates to customers, competitors and future opportunities. She plans and offer leadership training to executive team to build culture and resilience and to promote maximum long-term results.”

“Jess has had great success in the not so lucrative industry of training. I also like that she is inspiring young girls and women personal values and focus to success.”

“Great story here with the facilitation of the longest running Women's Leadership Roundtable in Boulder, CO... and her focus on culture, decision making, and sustainability.”

Empowering professionals and business founders in work and life is Jess Dewell's passion. As host and leader of the Women's Leadership Roundtable (WLR) in Boulder, Colorado, she acts as a role model, mentor, peer, and cheerleader. Entering its sixth year, the WLR ([www.womensleadershiproundtable.com](http://www.womensleadershiproundtable.com)) provides a forum for women — as leaders personally and professionally — to discuss relevant and real issues, build community, collaborate, support, and learn from one another. Through sharing stories and

ideas, Jess steers participants in building of immediate, actionable steps to take back and use in their business and leadership roles.

Jess is also owner and founder of Red Direction, which consults with companies at critical points in their development to help balance their growth with limitations in leadership and/or operations. Jess uses her 20-plus years' worth of experience to work with founders, executives and other decision-makers to discover optimal processes for their businesses.

Details about The American Business Awards and the list of 2018 Stevie winners are available at [www.StevieAwards.com/ABA](http://www.StevieAwards.com/ABA).

For more information about Jess Dewell visit [www.reddirection.com](http://www.reddirection.com) and <http://www.linkedin.com/in/jessicadewell>.

###