

Ellen Leikind

Founder and CEO, PokerDivas

Ellen Leikind is an entrepreneur, corporate innovator, published author, and creator of PokerDivas and The B.O.L.D. System Negotiation program. Her mission: to show how the strategies of poker can be applied to winning in business and life. A senior marketing executive who launched over a billion dollars in health and beauty products, Ellen was intrigued when poker began to rival golf as a form of corporate networking, and she saw the strong parallels among the strategies of poker, business, negotiation and life itself.

In 2006, Ellen founded PokerDivas, a company that provides live and virtual corporate teambuilding, leadership, and diversity programs that empower professionals to become fearless and decisive at the conference table through the skills they acquire at the poker table even if they have never played the game before. Ellen is the author of *POKERWOMAN: How to Win at Love, Life, and Business using the Principles of Poker*. She has written on gender issues in business for Parade.com and has been featured on CNBC, Forbes.com, Newsday, and Success magazine.

Ms. Leikind has worked at several Fortune 500 companies including Pfizer and L'Oréal and was an Executive Consultant for the Direct Response infomercial industry. She has an MBA in Marketing from Fordham University and a certificate from Cornell University in Diversity and Inclusion. She is a native New Yorker and an avid dog lover. Ellen's latest entrepreneurial endeavor was the introduction of The B.O.L.D. System- a blueprint on how to negotiate for yourself and WIN using the principles of poker.

