



# 2021 Unified All States Meeting

## **LEADING THE FUTURE**

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For the Better

### **Jenn Lim**, Co-Founder, CEO & CHO (Chief Happiness Officer)

Jenn Lim is the CEO and CHO (Chief Happiness Officer) of Delivering Happiness (DH), a company she and Tony Hsieh (prior CEO of Zappos) cofounded to show how you can prioritize purpose, people and profits to make an impact on the world.

In 2010, Jenn led the launch and management of Tony's first book (*Delivering Happiness*) which sold over 1 million copies, was translated into 23 languages and hit #1 on *The New York Times* and *The Wall Street Journal*. It was also voted one of the best business books by NPR, Amazon and *Inc. Magazine*.

With the book's success, DH evolved into the world's first coach|sulting® company to help businesses, hospitals and governments actualize their own sustainable organizations with people and purpose for a positive ROI.

Since then, DH has inspired and helped over 400 organizations around the world create systemic change to ready them for growth, adaptability and resiliency.

Jenn was previously a consultant with Zappos from 2003-2011, during the years it grew from a startup into a billion-dollar business. At Zappos, she helped create the world's first series of Culture Books, an embodiment of how companies can use culture for sustainable success.

Over her 20+ years of experience with DH and Zappos, she's developed scientific frameworks for workplace happiness and modern org design, showing how — no matter what role we have — we can live more meaningful lives through the work we do every day.

Jenn also sits on the Global Happiness Council of Work and Wellbeing, loves spontaneous meditations and dance parties, and is working on the launch of another book in October 2021. Between dance parties and meditations, you'll find Jenn working on her own purpose: for everyone to be their authentic MEs, build our WEs and COMMUNITIES and impact the world...with humanity.