

ERIN YOGASUNDRAM

THE FACE & VOICE OF YOUNG FEMALE ENTREPRENEURSHIP



Erin Yogasundram is a 25 year old entrepreneur and one of the greatest millennial visionaries.

She founded Shop Jeen at the age of 20 years old, and bootstrapped the e-commerce retailer to nearly 10 million dollars in sales & a household name with Gen Z & young Millennials, before she stepped down as CEO early 2016.

She has a large fan base of admirers her call her “mom” and are inspired by her entrepreneurship, understanding of modern culture, innovation, transparency and vision.

Her mission is to empower young entrepreneurs to pursue their own ventures, and is building resources to assist them in launching their businesses including a podcast, book, mentorship program, lecture series, conference and more.

Erin has just launched a consulting company, Savvy.AF & is working with companies both large and small to lend her expertise in the youth culture, social media, e-commerce and branding departments.

She is also working on a lot of other things. She just doesn't stop moving, thinking, planning, partnering, creating and executing.

She likes WWE a lot too.

PRESS

Business Insider- [This 24-year-old teen idol goes out of her way to shock investors — she could teach you a lot about starting a business](#)

MTV- [WHAT'S IT LIKE BEING QUEEN BEE OF THE INTERNET? THIS 23-YEAR-OLD CEO EXPLAINS](#)

New York Magazine- [Erin Yogasundram, 23, sells clothes that speak internet and her teenage buyers think she's totally bae AF](#)

Racked- [How Shop Jeen's Founder Dropped Out of College and Gained Half a Million Instagram Followers](#)

Medium- [When bae's a brand](#)

Fader- [Meet The Millennial Behind The Bonkers Web Store Shop Jeen](#)

PAST SPEAKING ENGAGEMENTS

Facebook Design Lecture Series, February 2016

Facebook HQ

Palo Alto, California

The Media Kitchen's 9th Annual Venture Capital Conference

The Roxy Hotel Tribeca

New York, NY

TOPICS

- Marketing to Gen Z & Young Millennials
 - Building a Cult Following
 - Personal Branding
 - Young Female Entrepreneurship
 - Youth Culture
 - Mental Health
 - Work-Life Balance
-and more!

FEEDBACK

“Erin went above and beyond in giving what many people considered to be the best talk of the day. She was sick and sleep-deprived, but still especially impressive. The feedback I’ve gotten from attendees was universally glowing- she knocked their socks off.” - **Josh Engroff, The Media Kitchen Conference Organizer**

“[What Erin Yogasundram is doing with Shop Jeen is a cultural riff. It's pretty niche, but it's cool.](#)”

- **Jon Lax, Director of Product @ Facebook**

SOCIAL

Twitter- 21k+ followers

Instagram- 78k+ followers

Snapchat- 10k+ views per story

Tumblr- 60k followers

CONTACT

Please email henry@lolokerin.com for booking