



**Jennifer Kushell**  
**President & Co-Founder**  
**YS Interactive Corp. / YSN.com**

At 35, Jennifer Kushell, has lead a movement inspiring young people to pursue their professional dreams for more than a decade. As the president and co-founder of YSN.com (“Your Success Network”), she spearheaded development of the first professionally focused network dedicated to supporting emerging adults (Gen X and Millennials) as they transition from home and school into the real world. In working with young people from over 100 countries, YSN’s mission is to ensure that no young person lacks access to opportunity to realize their full potential. YSN enables the next generation workforce in exploring their passions, building their professional identities and pursuing opportunities across the globe.

As co-author of the *New York Times* Bestseller, *Secrets of the Young & Successful* (originally Simon & Schuster), author of *The Young Entrepreneur's Edge* (Random House) and *Solo Para Emprendedores* (Grupo Norma), Kushell is a leading professional speaker, corporate strategist, and generational expert whose greatest experience comes from having worked internationally with over ten thousand young people.

Called a “guru” of her generation by *US News & World Report* and “The Career Doctor” by *Cosmopolitan*, Kushell has appeared in front of over 200 million people throughout the world via major media such as CNN, CNBC, BBC, NPR, PBS, *The Wall Street Journal*, *USA Today*, *BusinessWeek*, *Brandweek*, *Entrepreneur*, *Seventeen* and *Cosmopolitan*. She has sourced over 400 journalists on trends that affect young people while providing emotionally charged content to help inspire emerging adults everywhere to lead extraordinary lives.

Throughout her career, Kushell has worked with a wide range of educators, non-profits, government agencies, and major corporations. She has helped sculpt numerous programs, promotions, and initiatives targeting entrepreneurs and young professionals, while increasing the amount of information, resources, and support available both nationally and internationally.

Having started her first small business at the age of 13, by 19, Kushell was on a mission. Frustrated with the lack of support and guidance available for younger people pursuing their first ventures, in 1993 she founded The Young Entrepreneurs Network, the first online community for young entrepreneurs on CompuServ. The community grew to connect over 10,000 entrepreneurs in 70 countries. From there, she and her team conducted the first psychographic study on young entrepreneurs (broken by *The Wall Street Journal*) and most recently conducted the first global career mindset study of graduating college students in 50 countries.

A founding member of the National Mentoring Partnership, Kushell worked with the founders and top executives of other leading youth service organizations (such as Big Brothers, YMCA, Girl Scouts of America, etc.) to further the reach of mentoring programs throughout the country and increase government funding via new legislation. She has since served on advisory boards for The National Foundation for Teaching Entrepreneurship, Women's Leadership Exchange, The Non- Profit Congress and Students in Free Enterprise.

Kushell has also served as a strategic consultant on campaigns to reach young people with AOL, Visa, Bank of America, *BusinessWeek*, *Inc*, Ernst & Young, MTV, Subway, Staples, Mobil Oil, The Australian Government, and Boston Public Schools.

As a speaker, she has addressed a wide range of groups including The National Youth Leadership Congress, Insead University in France, The Harvard Club in Belgium, The White House Conference on Small Business, the National Science Center in Australia, The National Association of Colleges and Employers, Starwood Hotels, OPEN/American Express members, Entrepreneur Magazine readers, and colleges everywhere.

When she’s not on an airplane, she lives in Marina del Rey, California, with her husband and business partner at YSN, Scott M. Kaufman.