



Alexandra Wilkis Wilson

Cofounder and CEO of Glamsquad and cofounder and strategic advisor of Gilt.

Age 38, mother of Conrad, 5, and Arabella, 2

Alexandra led Gilt, the innovative shopping website, from a small startup to a global business. Her latest venture is Glamsquad, a beauty app for ordering at-home or in-office professional makeup and hair services.

What is your definition of success? One of our goals is to spread joy and happiness to our clients by making it easier for them to get ready for their important events.

What do you know now that you wish you'd known when you were younger? Figure out what you love and what you are good at. Be honest with yourself: If you aren't happy, then make a change.

How has motherhood changed you? How hasn't motherhood changed me? It is the most incredible and fulfilling part of my life, and I can't imagine not experiencing it.

Which three words would your children use to describe you? They are young so their vocabulary is limited: loving, warm and fun!

"If we can increase women's self-confidence, then I feel like we have succeeded in our mission."

"I wish I had known sooner the power inside each one of us to impact change."



Gretchen Holt Witt

Founder of Cookies for Kids' Cancer.
Age 46, mother of Ella, 9, and Liam, whom she lost at age 6

Having her then two-and-half-year-old son, Liam, diagnosed with neuroblastoma, a form of nerve cancer, inspired Gretchen and her husband to start her grassroots organization, which raises research funds for children's cancer treatment.

What do you love most about your work?

Honoring my son's legacy by doing what I know he would want me to do—help others. I know that I will see Liam again, and I know that his very first question will be whether I did everything I could to make the fight against cancer better for kids.

What are the biggest challenges you face in your field?

No one wants to talk about kids getting cancer. Adults have a hard enough time talking about the scary topic, but when the discussion is about kids, it's a place no one wants to go.

How has motherhood changed you? It changed everything because I knew my life was about someone else.

Which three words would your child use to describe you? Loving, caring, strong. My daughter Ella has a fourth: goofy!

What is your definition of success? When childhood cancer receives a proper amount of funding from the federal government and private sector to see it fall from its dubious position as the number one disease killer of children in the United States.