



## BARBARA HENSLEY

### Founder, Hope Chest for Breast Cancer

After losing both her sisters to breast cancer and undergoing a preventative bilateral mastectomy, Barbara Hensley dedicated her life to finding a cure for the disease. She left her position as vice president of product management at Ceridian and in 2001, started the Hope Chest for Breast Cancer®. With Hope Chest, Hensley envisioned a chain of shops that would contribute their profits to the fight against breast cancer.

Prior to being vice president of product management, Hensley served as Ceridian's vice president of marketing, and in the marketing and sales division at Datakey. Hensley also spent 13 years with Honeywell where she oversaw a variety of areas, including customer satisfaction, distribution, marketing, and information technology. In addition, Hensley taught courses on small business management, marketing, economics, and business at Ohio State University at Wooster, and owned and operated a successful retail business.

Enthusiastic, energetic and passionate, Hensley speaks regularly to national associations and corporations, and local organizations regarding the challenges she has faced in moving out of corporate America to create an entrepreneurial and socially conscious business. Hensley has become widely respected for her role as a "social entrepreneur."

Hensley and her work with Hope Chest have been recognized by leading organizations in the Twin Cities and nationally. These awards include:

- 2004 *Minnesota Volvo for Life Award* (one of ten finalists)
- *Luminary Award* 2004, National Association of Women Business Owners
- *25 Women Change-Makers 2004*, *Minneapolis-St. Paul Business Journal*
- 2003 *Nothing Ventured, Nothing Gained* award, WomenVenture
- 2003 *Change Makers* award, Minnesota Women's Press
- *Star Award* 2003 (humanitarian category), Minnesota Oncology and Hematology Foundations

A member of the Minnesota Women's Economic Roundtable, Hensley also serves on the board of directors for the Breast Cancer Awareness Association and is the CEO of LeeRyan Corporation. She is active in the Lake Minnetonka Chamber of Commerce, Women of Influence and Women in Networking, and serves on the marketing committee for the National Association of Women Business Owners. Hensley graduated with a Bachelor of Arts degree from Austin College and completed a master's degree in business information management from the University of Missouri and a master's in urban affairs from Webster University.

Hensley resides in Shakopee, Minn. with her husband Jay. She enjoys spending time with her two sons, Will and Jason, daughter-in-law Melissa, and grandsons Dawson and Noah. She also enjoys gardening and reading.