

## Accelerating Minority Business Investment & Development

### **Charis Jones** **Owner** **Sassy Jones**



Charis Jones, owner of Sassy Jones, built an award-winning accessory brand that specializes in selling confidence to it's millions of customers across the globe; it's her ministry. After ranking as a highly coveted sales professional for Fortune 50 companies like Verizon and Geico, she left her corporate position to build her brand full time at the most inconvenient life stage, after becoming a twin mom to boys. Through much savvy, perseverance and persistence, today Sassy Jones has become a multimillion brand in just 1 year; earning a 2019 Best Company Award by Entrepreneur Magazine, curating partnerships with Market at Macy's and HSN all the while boasting an industry shattering 72% 30-Day Customer Return Rate. Currently, the brand has built of multi-channel shopping experience including a thriving e-commerce division and a flagship brick and mortar based in Richmond, VA where she currently lives.

During her studies at Hampton University, she learned the importance of differentiation in the marketplace and building lasting customer relationships. She is an expert in converting customers into lifelong raving fans while creating unforgettable customer experiences. Charis has also been featured in national campaigns for Motorola, Strayer University, GEICO & AT&T. Undoubtedly, her favorite place in the world is on her couch with her husband and 4-year-old twin boys, Jaxon & Julian.