

# NEWS RELEASE

Immediate Release

## **Vaneese Johnson, The Boldness Coach™ will moderate a panel of high impact entrepreneurs on risk taking in business at the Watermark Entrepreneur Conference**

*Entrepreneurs and corporate leaders from across the Bay Area will gather to hear from innovators and luminaries in business to discuss entrepreneurship and ways to help more women-owned businesses succeed.*

OAKLAND, Calif., October 2, 2017 – [Vaneese Johnson](#), The Boldness Coach™, certified Executive Coach, Global Speaker, and Brand Strategist will moderate a panel discussion entitled, “Risk Taking: Small Steps vs. Giant Leaps” at this year’s [Watermark Entrepreneur Conference](#) Tuesday, October 17, 2017, in Mountain View, CA. Watermark is the Bay Area’s largest membership organization dedicated to increasing the number of women in leadership positions.

The Watermark Entrepreneur Conference draws women (and some men) who are interested in starting a business or are already running their own business and features several prominent investors from Silicon Valley and beyond. “I’m excited to moderate this discussion and to ignite a fire in women looking to start or grow their businesses,” Vaneese Johnson explained.

Through her executive coaching and international speaking engagements, Vaneese Johnson empowers women entrepreneurs to accentuate their professional presence with authenticity and authority using her proprietary success fundamentals of Branding Out Loud Daily (BOLD), Branding their Innovated Gifts (BIG) and being Branded and Distinctive (BAD). Ms. Johnson helps savvy women entrepreneurs leverage their brand, industry trends, and cutting-edge strategies to achieve personal and professional success. Vaneese will be joined on the panel by leading-edge female entrepreneurs including:

Anne Cocquyt – The Founder of the [GUILD](#), created a novel networking solution for female entrepreneurs and women in business to help women rise faster together. She is driven by her passion for transforming ideas into reality and has successfully founded and led a broad range of projects.

Roshell Rosemond Rinkins – The Founder of [Liquid Courage Cosmetics](#), a virtual beauty destination serves the lifestyle of women on the go. She has worked for several Fortune 100 companies including Apple, Procter & Gamble, and is the Chief Content Creator at [roshellrosemond.com](#), a destination blog hub for career, entrepreneurial, and wealth building advice.

Julia Schloss – The Co-owner of Italian knitwear house [Luisa Spagnoli](#) in Silicon Valley, took a chance and convinced the Italian fashion house to bring its designs to the United States for the

first time. She also founded Bayview Residential Management, a mortgage brokerage with more than a half-billion dollars in transactions a year.

“I am passionate about helping professionals create bold career possibilities and am looking forward to discussing some of the opportunities and challenges female entrepreneurs face in taking risks with this amazing panel of women,” explained Johnson.

The panel will share best practices and lessons learned to starting a new venture and will encourage attendees to disrupt their fear mindset while giving them the courage to dream bigger and set larger goals for their careers and businesses.

For more information about The Watermark Entrepreneur Conference, please visit:  
<http://www.wearewatermark.org/page/conferences>

Vaneese Johnson, The Boldness Coach™, is a certified Executive Coach, Global Speaker, Brand Strategist and an award-winning Small Business Consultant. Combining her extensive entrepreneurial experience with her proprietary method of Branding Out Loud Daily (Bold), she guides and empowers executives, high-performing professionals and small business owners to be bold in their approach to amplify their brand presence, grow their business and make a purposeful difference in the world. Using a radical process, business model and growth strategies she helps savvy entrepreneurs achieve next level success. To learn more about Vaneese Johnson, visit her website at <http://theboldnesscoach.com/>

### **About Watermark**

Watermark is the leading organization of Bay Area women executives focused on increasing the number of women in leadership roles. Founded in 1993, Watermark represents 1,000 Bay Area senior and emerging executives from across all industries and functions and offers professional development and networking opportunities for members, as well as support for girls' leadership programs.

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