



MEET Lorin a successful entrepreneur a few times over. In the early 90's, she started a technology company with a partner and built it to a 3+ million dollar firm. It was then sold and merged with an entity where Lorin, as Vice President of Sales and Marketing, had the opportunity to sit on the executive team to take the company public in 2000.

Lorin left the firm that she built and sold to begin working with women business owners. She learned through her success that women can have it all but not in the structure of the "old work paradigm." It was time to inspire women to mix it up, change the rules, get out of their boxes, and re-create success like never before. Lorin became certified as a coach and built a six figure coaching practice within nine months. She saw that coaching alone was not a powerful enough tool to create the "wild change" she knew women could achieve. She developed the yearlong program integrating teleclasses combined with coaching. Then she recruited a wonderful team of coaches and now, Big Fish Nation is having the impact on women, their families and their bottom line that Lorin knew was possible.

In 2005, Lorin published her first book: *From Entrepreneur to Big Fish: 7 Principles to Wild Success*. In 2008, Lorin was a contributing author, along with Steven Covey, in the book: *Roadmap to Success*. Her third book is in the works! Its focus is wildly successful women "telling all" and putting the "formula" on paper to inspire other women to become wildly successful, too.

Lorin has become very well known within the Women Entrepreneur Movement as a sought after speaker and inspirer. She serves on the Board of Directors for the National Association of Women Business Owners and has been sharing her unique and powerful perspectives for entrepreneurs across the continent for international organizations such as: Canada's Women in Business National Expo, Sales and Marketing Executives International, Young Entrepreneurs Organization, eWomenNetwork, as well as large Chambers and Associations from coast to coast. Lorin is also a co-host on the Kathryn Zox Radio show on Voice America each week. *Their show was the most listened to show on Voice America Women in 2008!*

Lorin currently resides in Austin, TX, with her husband, three-year-old daughter, and her dog. They will be moving to San Diego, CA, in 2009. Lorin has found her formula for balancing family, a successful career, and also volunteering. She currently sits on the Board of Directors of National Association of Women Business Owners.

When not working, depending on the season, Lorin is often found wake surfing in Lake Travis, hiking, kayaking, or skiing. She has been known to hang glide onto Stinson Beach in California, horseback ride on the beaches of the Caribbean, or relax in a hammock lakeside in New York's Adirondacks with a great book.