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Shwezin Win - Founder *Win at life*

With over 20 years experience in the Marketing, Retail, Strategy, Engagement, Consumer and Employee Experience, Shwezin has worked in Senior roles within both the B2B and B2C sectors. Her passion for diversity and inclusion led her to become Chair of the Working Parents Network within EDF Energy, a role which changed the focus of her life.

After years of working within corporate organisations, Shwezin decided to follow her passion to inspire working parents to “*win at life*” by helping them to create and achieve their view of success, improving mental health, emotional wellbeing and enjoying the parental journey. Her aim is to empower parents in the work place to be their authentic whole self, to raise awareness of their strengths, whilst providing tools and techniques to thrive in their professional and personal life.

Coming from a minority background herself, arriving in the UK at the age of 7, Shwezin has experienced first hand the challenges, the sense of overwhelm and the impact it can have from a young age. Through her own life experiences, Shwezin is a real advocate for helping teens and young adults to develop their self awareness, resilience and confidence, to ensure we are helping to improve the mental health of our future generations.

Shwezin believes in giving back to the community and in addition to her role as an Enterprise Advisor for Oathall, she is also a Board Trustee for *Flourish Mentors*, a charity focused on ensuring no young woman (16-24 years) is invisible. Where mentors help empower mentees to find their voice and confidence to overcome challenges at such a young age.

Shwezin was born in Burma (now Myanmar), is a step mum to two children, now young adults themselves and a mum to two girls aged 15 and 11. When she's not working or volunteering, you'll find her singing in the local choir, having a workout in the gym or having some family fun time.

She lives with her husband and children in Mid Sussex.