

Title:– Marketing Taboo Topics & Women's Health: Bigger Problems, Better Solutions

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Author: *Orgasmic Leadership: Profiting from the Coming Surge in Womens Sexual Health and Wellness*

How do you talk about important health issues or facts of life if you can't use their actual names? The women's health industry has faced this dilemma for decades—life-changing products like tampons or vaginal dryness solutions can't use words like "vagina" explicitly in ads or on vital consumer marketing platforms like Facebook. Imagine educating consumers about contact lenses or saline solution without being able to use the word "eye." Rachel will discuss the importance of having a common vocabulary in the pursuit of effectively marketing "taboo" topics such as vaginal health, how to create language for the complexity of female sexuality, and why it's important for today's leaders and biggest brands to destigmatize pressing health and aging concerns for women. Rachel is a dynamic, passionate business leader and a pioneer in the space. As a respected strategist and entrepreneur, she has successfully launched, built and turned around companies, both large and small. After building and selling a female sexual health company called Semprae, Rachel now focuses on arming entrepreneurs who are targeting this sphere, with the wisdom, insight and knowledge to succeed.

Rachel speaks to health and business leaders about the trials, tribulations, travesties, and triumphs that she and others have experienced fighting to bring awareness and easy access to women for products and services designed to meet a range of needs. She shares both business advice and perseverance from a leader who is well-versed in the world of women's sexual health and wellness and many of the leaders/companies paving the way.

Biography

Growth strategy consultant, marketing expert and sought-after public speaker Rachel Braun Scherl is a trusted authority on leadership and entrepreneurship. As Managing Partner and Co-Founder (1998) of SPARK Solutions for Growth in, a consulting firm advising businesses on strategic growth and partnerships, product development and marketing, Rachel has built an international client base that includes multiple divisions of Johnson & Johnson, Allergan, Pfizer, Merck, Bayer and Church & Dwight. In 2008, Rachel and her business partner collaborate to create Semprae Laboratories. As President, Rachel and her team built a company that developed and marketed sexual health and wellness products for women - creating a new category in the process. Semprae attracted significant media attention and industry interest and was sold to Innovus Pharmaceuticals in 2013.

As a nationally-known Vagipreneur®, Rachel's work includes growth strategy, operational support and business development for companies in all aspects of women's health, including birth control, menstruation, disease prevention, fertility, pregnancy and arousal.

As an accomplished speaker, Rachel has passionately focused on driving the conversation on women's sexual and reproductive health and has experienced firsthand the challenges that stand in the way of building businesses and the perseverance required to gain traction when going against the grain or calling for a change in behavior. In addition to building businesses in the space, Rachel is featured at leadership and entrepreneurship events such as Inspiring Women Leaders, Entrepreneurship week, South by South West and at colleges, universities, corporations and conferences, including Stanford University Graduate School of Business, Duke University, The Fuqua School at Duke University, Yale School of Management, Barnard College and Johnson & Johnson among others. Rachel has appeared on ABC's Nightline, CBS News and MSNBC, and been interviewed for major platforms including *The New York Times*, *San Francisco Chronicle*, *Forbes*, and CNN. Rachel has contributed over 4 dozen articles to *The Huffington Post*, and contributes to Inc. Her first book, *Orgasmic Leadership: Profiting from the Coming Surge in Women's Sexual Health and Wellness* was published in May 2018, which highlights the successes and challenges that Vagipreneurs face and conquer as they build businesses that provide new solutions for women's health and wellness.
In 2015, Rachel was recognized as one of *Best Fifty Women in Business* by NJBiz. In addition, she was the recipient of SmartCEO's BRAVA Awards honoring top female CEOs.
She serves on the Duke New York Women's Executive Board, the Center for Entrepreneurship and Innovation for Fuqua School of Business at Duke University and Formula XO, a specialty beauty company. Rachel serves on Advisory Boards for a number of female health companies. Rachel earned an MBA from Stanford University Graduate School of Business in 1992 after graduating *Magna Cum Laude* and *Phi Beta Kappa* from Duke University with a B.A. in Psychology and Human Development.

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