



KELLY VLAHAKIS-HANKS

PRESS KIT

2023

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The health and wellness of people and our beautiful planet is my passion and the driving force behind the work I do to bring safer products to families around the world.

Jelly Vlahakis-Hanks

BIOGRAPHY

As President and CEO, Kelly Vlahakis-Hanks leads the strategy and production of environmentally friendly cleaning products at ECOS. She oversees four geographically diverse facilities across the U.S. as well as a European manufacturing platform. She has been widely recognized for her highly effective leadership at ECOS and her influential voice in the green movement, corporate social responsibility, and sustainable manufacturing.

Vlahakis-Hanks received her undergraduate degree at UCLA and an MBA at Chapman University Argyros School of Business and Economics. She has been featured on CNN, CBS News, ABC News, FOX News, NBC News, Bloomberg and MarketWatch and in publications such as Fortune, Entrepreneur and the Los Angeles Times. She has received many awards for her sustainable leadership, including Entrepreneur Magazine's 100 Powerful Women in 2020 and Conscious Company's World-Changing Women in Conscious Business.

Vlahakis-Hanks resides in southern California with her husband Eric Hanks, an acclaimed African American art gallerist, their teenage daughter, and rescue dog.



MY JOURNEY

Growing up in a small town in Illinois (pop. 3000), I was raised with a passion to protect our beautiful, shared planet and all its inhabitants. When I was 18, I was accepted to UCLA as a Regents Scholar and pursued a double major in Communications and History – an education heightened by study abroad programs in my ancestral homelands of Greece and Africa.

Upon graduating, my first job was at the California African American Museum where I curated an exhibit on South African apartheid. I later honed my communications skills working for PR agencies, consumer goods companies, and art galleries. But it was after my tenure as the Executive Director of the American Hellenic Council of California, where I lobbied Congress on issues affecting global peace and stability, democracy, and human rights, that I saw an opportunity to help grow my family's green cleaning products company.

After I joined ECOS in 2003, I helped our company increase distribution with conventional and natural retailers, build multiple sustainable facilities across the nation, and create an authentic connection with consumers. Today, our business has grown dramatically, and ECOS has become a worldwide leader in plant-powered cleaning and sustainable manufacturing.





Kelly Vlahakis-Hanks leads ECOS, a women-owned and minority-owned company. As a woman of Greek and African American ancestry who has made equity and inclusion central to ECOS's mission as a business for good, Kelly has created a corporate culture of diversity and empowerment with a company that is **64% BIPOC (Black, Indigenous, and People of Color)** and a **Executive Team that is 40% BIPOC and 60% female**. Her innovation and Technical Teams are **over 60% female**, which reflects her strong support of women in STEM fields. She has built a company that not only reflects the diversity of America but leads the cleaning products industry in equity and inclusion.





VISION

Kelly has had a lifelong passion for human and planetary wellness, which is reflected in ECOS's mission "to protect the health and wellness of people, pets and the planet by creating the most authentic, sustainable and affordable cleaning product for all."

From fighting for social and environmental justice to creating a Climate Positive company that regenerates more natural resources than it uses, Kelly has created a company that upholds the values that she holds most dear: truth, transparency and justice.



AFFILIATIONS

Kelly is an active member of several boards, including the **XPRIZE Foundation**, the **Chapman University** Board of Governors, where she serves on the Diversity Task Force, and the **UCLA Stavros Niarchos Foundation**. She is an active member of the **American Sustainable Business Network** where she sponsors the Companies for Safer Chemicals coalition to fight for legislation that supports safer consumer products and ingredient disclosure.

Kelly is also a member of **YPO** (Young Presidents' Organization) and **Abundance 360**, a select community of executives and entrepreneurs using exponential technologies to transform their businesses.

As CEO, Kelly leads ECOS's sponsorships of the **American Cancer Society**, **Folds of Honor**, and many other charitable organizations. Under Kelly's direction, ECOS has donated over \$1 million to **Seattle Children's Hospital** through the Friends of Costco Guild. ECOS also donates every year to **Camp Korey**, one of Paul Newman's Serious Fun camps, which brings joy to children living with life-altering medical conditions and their families in a fun, safe camp environment with specialized medical support.



MEDIA COVERAGE

ABC News
Argyros Brief Magazine
Authority Magazine
Bizwomen
CBS News
CNN
Coastal Living Magazine
Conscious Company
Entrepreneur Magazine
Ethical Corporation Magazine
Forbes Magazine
FOX News
Global Trade Magazine
Greek Reporter

HB Coastal Living
Los Angeles Times
MarketWatch
MSNBC
NBC
OC Business Journal
Orange Coast Magazine
Orange County Register
Real Leaders Magazine
The Eden Magazine
Thrive Global
Today
Whole Foods Magazine
Yahoo Finance



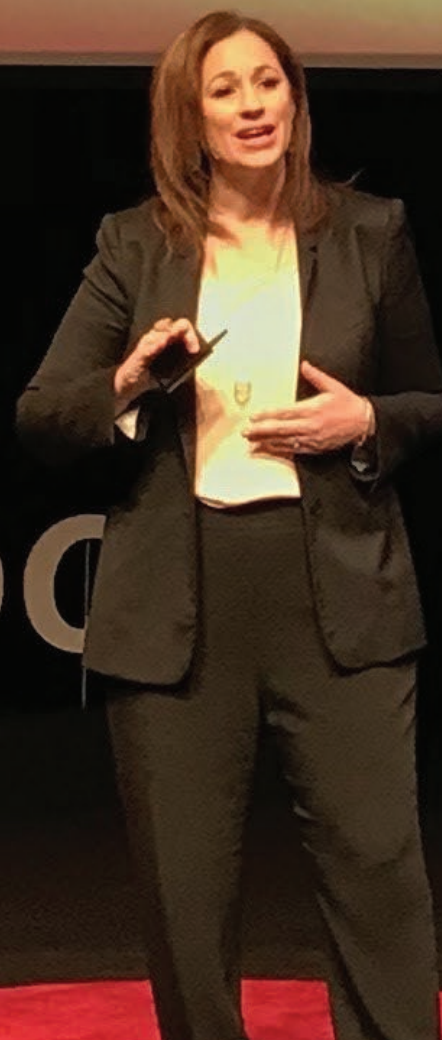
SPEAKING PLATFORMS

ACS Making Strides Against Breast Cancer Events
American Sustainable Business Council Summit
EarthX Green Speaker Series
Environmental Media Association Impact Summit
Global Green Environmental Awards
Green For All Events
Harvard University Environmental and Leadership Summit
National Women's History Museum Events
Orange County Business Journal (OCBJ) Family-Owned Business Awards
Progressive Grocer Top Women in Grocery
SHE Influences Conference (Speaks - Hears - Empowers)
TEDx Talks
U.S. EPA Safer Choice Summit
Vanderbilt University Social Venture Summit



Business for good

TEDx
SageHillSchool



PODCASTS

EMA Talks
Eric's Perspective
From the Hart
Gooder
Green With Tiffany
Grit Happens

Healthy Home Hacks
She's All Over the Place
The Badass CEO
The Brain Warrior's Way
Travel With Meaning

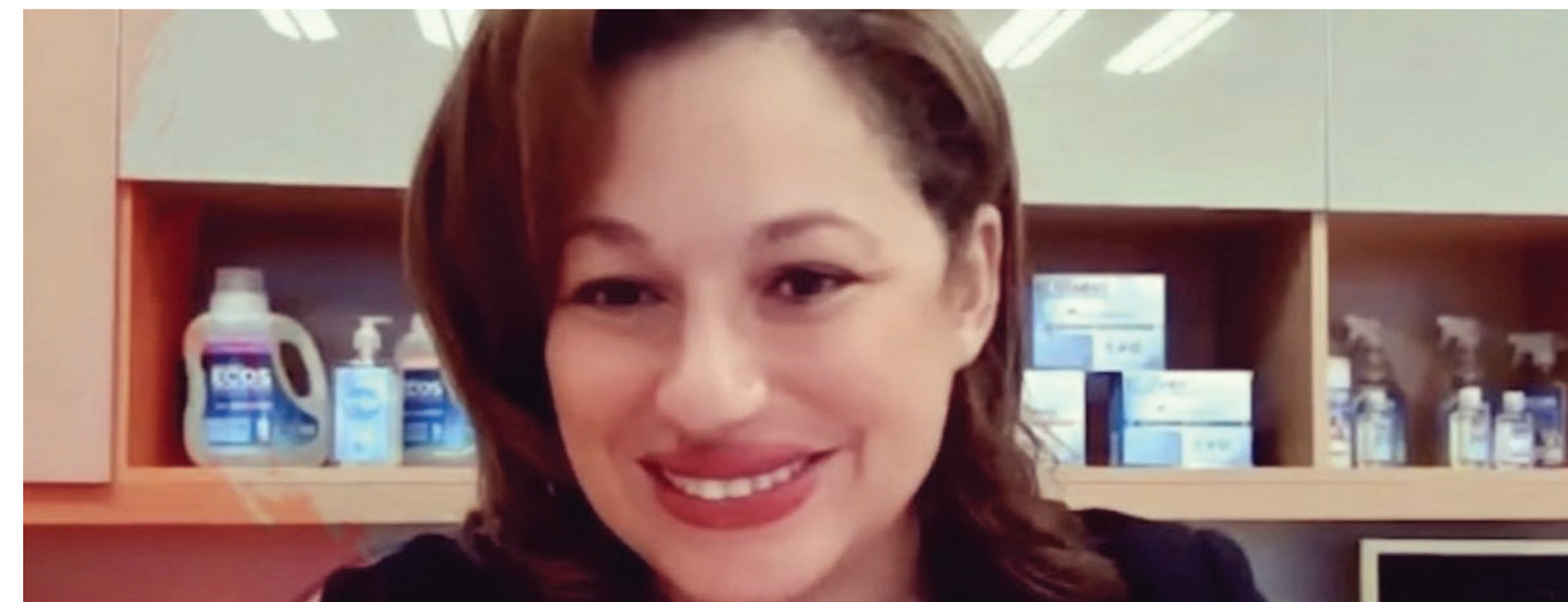
RADIO

Bloomberg Radio
KABC Radio

SiriusXM Business
WSJ Marketwatch

WEBINARS

Center for Environmental Health
Children's Cancer Prevention Initiative
Dream Corps/Green For All — The Green Dialogs
Facebook/Instagram Live
Network of Executive Women (NextUp)



AWARDS

2017

- USGBC OC Eco Award "Eco Leader"
- South Coast AQMD Clean Air Award – Business Leadership in Air Quality
- Progressive Grocer Top Women in Grocery Award
- American Cancer Society Making Strides V.I.Pink Award

2019

- Environmental Media Association Corporate Responsibility Award
- Progressive Grocer Top Women in Grocery Award
- EurekaFEST Eureka Award

2021

- Shelby Publishing Diversity, Equity & Inclusion Award
- Microsoft Legacy Project "Women Who Empower Change" Honoree

2016

- ASBC Sustainable Policymakers Award
- Global Green USA Corporate Environmental Leadership Award
- USGBC Women in Sustainable Leadership Award
- Orange Coast Magazine Remarkable Women

2018

- Progressive Grocer Top Women in Grocery Award
- American Hellenic Council Aristeion Award

2020

- Entrepreneur Magazine 100
- Powerful Women of 2020
- Boy Scouts of America
- Woman of Character
- Conscious Company World Changing Women in Conscious Business
- National Women's History Museum Women Making History Award

2022

- OC Supervisor Katrina Foley- Women Making a Difference
- NMSDC-certified Minority Business Enterprise (MBE)
- Fast Company's World's Most Innovative Companies - Corporate Social Responsibility

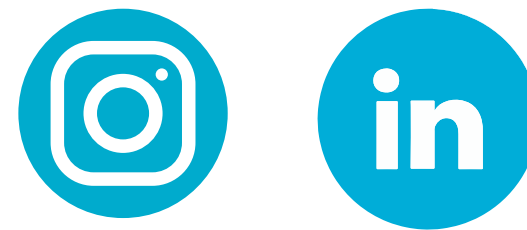
CHARITABLE PASSION PROJECTS

American Cancer Society, Making Strides
Austin Ekeler Foundation
Camp Korey, A SeriousFun camp founded by Paul Newman
Cure Duchenne
Ecochallenge
Girl Scouts of America
Hippocratic Cancer Research Foundation
Los Angeles Chargers Impact Fund
Loukoumi Foundation
Seattle Children's Hospital, Friends of Costco
Think Watts Foundation



SOCIAL PLATFORMS

Let's connect...



@kellyfromecos



KELLY VLAHAKIS-HANKS