



KELLY VLAHAKIS-HANKS

# PRESS KIT

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2025

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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.

*Jessy Vlahakis-Hanks*



# BIOGRAPHY

As President and CEO of ECOS plant-powered cleaning products, Kelly Vlahakis-Hanks is passionate about human and planetary health. She leads four manufacturing facilities across the U.S. as well as a European manufacturing platform. Vlahakis-Hanks is widely recognized for her highly effective leadership at ECOS and her influential voice in corporate social responsibility, safer chemistry, and sustainable manufacturing. Under her leadership, ECOS became the #1 selling green laundry detergent in the U.S.

Vlahakis-Hanks received her undergraduate degree at UCLA and her MBA at Chapman University. She has been featured on networks such as CNN and FOX News and publications like Forbes and the Los Angeles Times. She has received numerous awards for her leadership, including Entrepreneur's 100 Powerful Women and Conscious Company's World-Changing Women in Conscious Business. Vlahakis-Hanks was played by iconic actress Shannon Elizabeth in the Hollywood feature film *A Green Story*, which chronicles the inspiring story of the rise of ECOS, overcoming the power of corporate industry giants to become a leader in green manufacturing.

Vlahakis-Hanks resides in Southern California with her husband Eric Hanks, an acclaimed African American art gallerist, their 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.



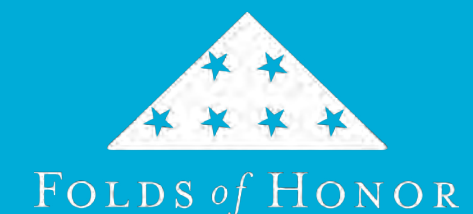


# AFFILIATIONS

Vlahakis-Hanks is an active member of several boards of directors, including the **XPRIZE Foundation**, which incentivizes solutions to some of the world's greatest problems, the **Chapman University** Argyros College of Business & Economics, and **CASA OC**. She is also active in public policy advocacy and industry councils, such as the **American Sustainable Business Network**.

Kelly is also an active member of **YPO** 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**, **Feed the Children**, **Folds of Honor**, **City of Hope** 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.





# 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  
Fortune 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

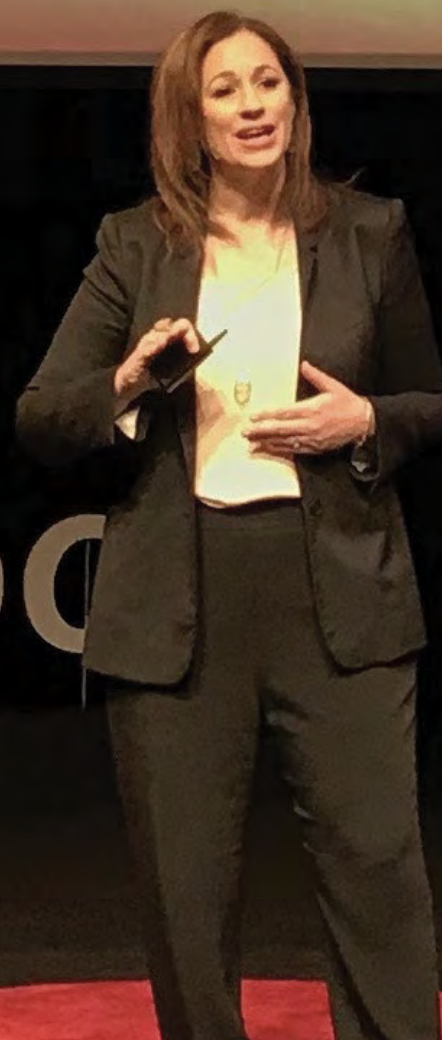
ACS Making Strides Against Breast Cancer Events  
American Sustainable Business Council Summit  
Dave Asprey's Biohacking Conference  
EarthX Green Speaker Series  
Environmental Media Association Impact Summit  
Global Green Environmental Awards  
Green For All Events  
Harvard University Environmental 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

Autism Parenting Secrets  
Brown Girl Green  
CPG Launch Leaders  
Elevate Your Career  
EMA Talks  
Eric's Perspective  
From the Hart  
Gooder

Green With Tiffany  
Grit Happens  
Healthy Home Hacks  
In With the New  
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

American Sustainable Business Network  
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)





## 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

## 2023

- Bruin Business 100
- Think Watts Foundation Weight Pusher Award
- The Shelby Report Women of Influence in the Food Industry
- Calif. Sen. Josh Newman Woman of the Year

## 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

## 2024

- Commander of the Order of the Phoenix (Greece)
- The Shelby Report Women of Influence in the Food Industry
- U.S. Rep. Michelle Steel Women of Distinction



# CHARITABLE PASSION PROJECTS

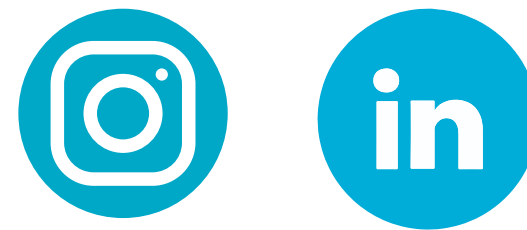
American Cancer Society, Making Strides  
Austin Ekeler Foundation  
Camp Korey, A SeriousFun camp founded by Paul Newman  
Cure Duchenne  
Ecochallenge  
Girl Scouts of America  
Hippocratic Cancer Research Foundation  
Los Angeles Chargers Impact Fund  
Loukoumi Foundation  
Seattle Children's Hospital,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





# SOCIAL PLATFORMS

Let's connect...



@kellyfromecos



A photograph of a woman with long, wavy hair smiling and talking to a man whose back is to the camera. The man is wearing a baseball cap and a denim jacket. They are in a studio setting with a boom light visible above them. The entire image is covered with a semi-transparent blue overlay.

# KVH

KELLY VLAHAKIS-HANKS