



Sahar Hashemi OBE

Sahar Hashemi is a trailblazing entrepreneur who has built transformative businesses and sparked movements that redefine industries. From founding Coffee Republic to leading the Buy Women Built initiative, Sahar inspires organisations to rediscover their entrepreneurial energy. Book Sahar to ignite innovation, momentum, and bold action at your next corporate event.

KEY TOPICS

- **Unleashing Creativity and Driving Innovation**
- **Entrepreneurial Leadership: Inspiring Innovation in Corporate Environments**
- **Embracing Change: Thriving Outside Your Comfort Zone**
- **Exceptional Customer Service: Walking in Your Customer's Shoes**

BIOGRAPHY

Transforming Ideas into Game-Changing Brands

Sahar Hashemi is a celebrated entrepreneur and thought leader who has consistently turned innovative ideas into successful brands that disrupt industries. Her journey began with Coffee Republic, the UK's first US-style coffee chain, which revolutionised a tea-drinking nation into coffee enthusiasts. Later, she introduced Skinny Candy, a pioneering sugar-free confectionery brand that reshaped consumer habits. Today, she leads Buy Women Built (BWB), a groundbreaking movement transforming how consumers and retailers perceive women-built brands. Through her ventures, Sahar has demonstrated that momentum—not waiting for certainty—is the key to creating meaningful change. Her ability to identify opportunities where others see obstacles has made her an authority on reigniting entrepreneurial energy within organisations.

The Challenge of Lost Entrepreneurial Energy

In many organisations, entrepreneurial energy—the force behind innovation and growth—gets buried under layers of bureaucracy, fear, and outdated processes. As industries evolve and customer expectations shift, traditional structures often fail to keep pace with the speed of external change. This disconnect stifles creativity, slows decision-making, and diminishes customer connection. Sahar understands these challenges deeply. She shows leaders how to break free from over-cautiousness and reignite the boldness needed to thrive in today's fast-paced world. Her insights empower organisations to embrace momentum as a driver of innovation and impact.

Building Movements: The Success of Buy Women Built

Sahar's latest venture, Buy Women Built (BWB), exemplifies her ability to build not just brands but movements that create lasting change. What began as a single tweet during the pandemic has grown into a commercial powerhouse with over 2,000 women-built businesses generating more than £2.5 billion in turnover. BWB has redefined visibility for women entrepreneurs by launching initiatives like the world's first women-built aisle on Ocado and partnerships with major retailers such as Whole Foods, QVC, Planet Organic, and TikTok Shop. These efforts have transformed buying habits at scale, proving that visibility drives sales and fosters inclusivity in retail spaces.

A Best-Selling Author and Thought Leader

Sahar's influence extends beyond her entrepreneurial ventures through her acclaimed books. *Anyone Can Do It* demystified entrepreneurship by sharing its raw realities, inspiring thousands of aspiring business owners worldwide. It became the UK's second highest-selling book on entrepreneurship. Her second book, *Start-Up Forever*, offers a practical playbook for leaders to sustain the startup mindset within established organisations. Recognised as a Financial Times Book of the Month, it highlights how perfectionism and fear of failure can stifle progress—and how leaders can overcome these barriers to keep innovation alive.

Global Recognition for Impactful Leadership

Sahar's contributions have earned her global accolades. She was named a Young Global Leader by the World Economic Forum and honoured by Queen Elizabeth II as a Pioneer to the Life of the Nation. Additionally, she was awarded an OBE for her services to the economy and charity—a testament to her enduring impact on business and society.

Inspiring Audiences Through Powerful Storytelling

As a keynote speaker, Sahar Hashemi doesn't just deliver theories—she inspires action through compelling storytelling and real-world experience. Her talks reconnect audiences with their innate creativity, courage, and entrepreneurial spirit buried beneath outdated habits and fear of failure. Sahar's dynamic presentations ignite urgency, boldness, and customer-centric thinking—qualities essential for driving innovation in any organisation. She doesn't just talk about entrepreneurial energy; she makes audiences feel it—and when they feel it, they act.

Why Book Sahar Hashemi for Your Event?

- **Proven Expertise:** With three successful businesses under her belt, Sahar brings unparalleled insights into building brands from scratch.
- **Actionable Insights:** Her talks provide practical strategies for reigniting entrepreneurial energy within teams.
- **Inspiration Meets Impact:** Sahar's storytelling motivates audiences to embrace momentum and drive meaningful change.

[Connect](#) with us today to learn more about booking Sahar Hashemi or other inspiring speakers who can elevate your next corporate event.