

BUSINESS



FROM LEFT, FOX WEARS: Acne dress, Prada earrings, Longines watch, Shoes of Prey heels. ISAACS WEARS: Little Joe jacket, Lanvin dress; at David Jones, Paspaley earrings and ring (right hand), Ring (left hand), Isaacs' own, Gucci heels. KELLY WEARS: Ginger & Smart dress, Lanvin necklace; at Harlequin Market. Bracelet and ring, Kelly's own. Christian Louboutin heels.

HAIR: KEIREN STREET.
MAKE-UP: SARAH TAMMER.

JODIE FOX

ONLINE ENTREPRENEUR, 31

Despite all the shoes available online, the perfect pair can prove elusive, as Jodie Fox knows. "It can be a challenge; for example, sizes are often not small or big enough." That's what inspired Fox, a former lawyer, to create Shoes of Prey, an e-tail business that allows customers to create the footwear they want. The company was launched in 2009 by Fox and two friends she met at law school (Michael Knapp and Michael Fox). With Fox as chief creative officer, Shoes of Prey has become a multi-million-dollar business, experiencing a 250 per cent financial growth in the past year. In 2013, Shoes of Prey opened a concept store at David Jones in Sydney's CBD and the site has paved the way for follow-up venture Sneaking Duck, an online eyewear business. Fox is also community-minded, mentoring men and women who are driving businesses largely based on untested ideas.

Young gun "I remember telling my mother at eight that I was ready to move out—into the cubby house. Of course, she didn't let that eventuate but that independence and drive was always there."

Style is... "Tenacity, intelligence, grace, courage, compassion—and a great pair of shoes."

The a-ha moment "Learning to assess failure with less emotion, without dismissing my emotions."

EMMA ISAACS

BUSINESS ENTREPRENEUR, 34

From an early age, Emma Isaacs "knew there was a big world out there. I was keen to explore it." Despite a lack of formal business experience, at 18 she bought recruitment company Staff it with a friend and over the next seven years, the small business flourished. At 25, she acquired the fledgling networking group Business Chicks. With Isaacs as CEO, the company has grown from 250 members to 30,000-plus and hosts up to 90 networking events each year. Isaacs also devotes her time to philanthropic causes—she sits on the NSW Development Board of The Hunger Project Australia and is an ambassador for 1 Million Women. To date, she has raised more than \$3 million for charity.

Inspired by... "People who take risks and don't care too much what others think, so strong is their determination to reach their goals."

Young gun "I had my first business at seven! I'd gather the kids in my street and ask them to get money from their parents. I'd then buy lollies, put them into smaller packages and sell them to the parents at an inflated price. It was bringing people together and making a profit at the same time."

Driving force "I've got this huge platform to agitate for change. When women work towards the same goal, great things happen."

CASSANDRA KELLY

FINANCIAL SERVICES CEO, 39

In her work steering a market-leading financial-services company, Cassandra Kelly says "upholding respect has been the single most important" rule. This mindset has seen Kelly, joint CEO of Pottinger, grow the business into an award-winning employer with a culture renowned for being inclusive. Launched in 2003 with husband Nigel, Pottinger is commercially successful and fiercely independent, advising corporate and government bodies. Personally and professionally, Kelly has supported such organisations as Sydney Children's Hospital and Habitat for Humanity; she also co-founded Glass Elevator, which helps to lift the number of women in senior executive positions.

Words to live by "You're the only person on earth who can use your ability."

Secrets of success "Don't confuse doing it all with having it all. I encourage women to think about the parts of their lives that matter and, over time, try to find better harmony."

Driving force "I strive to make things better... One thing I've found really rewarding is mentoring, not only women but people who are homeless. [One previously homeless mentee] always says to me that the biggest gift I gave him was knowing someone cared."