



ASHLEY K. STOYANOV OJEDA

Business Strategist, Speaker and Author

2023 COLLABORATION
DECK

ABOUT ASHLEY

Ashley K. Stoyanov Ojeda is a multicultural and bilingual business strategist for the new majority and top-selling author. With 10+ years of experience in business development, community marketing and communications, she was inspired to write and publish the recently released Spanglish business-launching book for the next generation of Latinas and creative entrepreneurs, *Jefa in Training*.

Through her consulting, newsletter, book and workshops, she's been able to help hundreds of startup founders, small business owners and creative professionals take their businesses and careers to the next level. She's been recognized for her work by Telemundo, mitu, Refinery29, Nasdaq, Forbes and nominated a "Latinx to Watch" by Hispanic Executive Magazine.

Ashley is also a keynote speaker, workshop presenter and content creator who partners with corporate companies, universities and mission-driven organizations to empower and inspire others to own their stories and use their uniqueness as a superpower. She has most recently collaborated with teams at Google, Adidas, Montclair University's Women's Entrepreneurship Week, Parsons Entrepreneurship Academy to present content around entrepreneurship, creativity, collaboration and personal branding.

**"Ashley K. Stoyanov Ojeda is a true
renaissance woman."**

- mitú



DIGITAL FOOTPRINT

EMPOWERING COMMUNITIES FROM THE CORE OUT

Ashley is dedicated to collaborating with like-minded partners to host empowering spaces and conversations that empower women and Latine communities.

Previous digital conversations include:



*Es El Negocio, Socio:
Making It*



*Money Cafecito: Learn
How To Be Your Own Jefa*



*A Charla With
Latina Authors*



*How To Differentiate
Yourself From Competitors*



*What It Takes To Be A
Jefa In Charge*



*How To Be A Jefa
In Training*



*Lessons Learned by
Latina Entrepreneurs*

SOCIAL PLATFORM INSIGHTS

Engaging with her online community built by women and Latine creatives and entrepreneurs everyday.



INSTAGRAM

@ASHLEYKSTOYANOVOJEDA

Accounts Reached: 20K
Accounts Engaged: 1K
Total Followers: 2.6K



LINKEDIN

@ASHLEYKSTOYANOVOJEDA

Total Followers: 1.5K



SUBSTACK

LA HOJA

Newsletter Subscribers: 500

JEFA IN TRAINING

Jefa in Training is the top-selling business book for 2022 - written from a Latina lens - but for everyone who has ever felt underestimated and underrepresented in their industries.

It is a step by step guide to launching and growing your business from guiding you through the idea phase and implementing market research to crafting a competitor analysis. It also covers creating a financial plan, putting together your sales pipelines, leveraging partnerships, developing thought leadership and more.

It doubles as a workbook with writing prompts and worksheets with business development frameworks to help you develop what you've learned in each chapter, as well as features tips from other successful Latina founders such as Julissa Prado (Rizo's Curls), Ana Flores (WeAllGrow Latina) and more!

This toolkit is the first and only of its kind. It's educational, engaging and from a diverse perspective.

amazon



BARNES & NOBLE



BOOK ENDORSEMENTS

EVA LONGORIA

ACTRESS + FOUNDER OF CASA DEL SOL TEQUILA

"Jefa in Training is a much needed guide for all of us who need a blueprint to becoming a successful entrepreneur. Not only does this book provide the tools, but it provides the inspiration we all need to make that first step! Bravo Hermana!"

BEATRIZ ACEVEDO

FOUNDER OF WE ARE SUMA, MITU + ANGEL INVESTOR

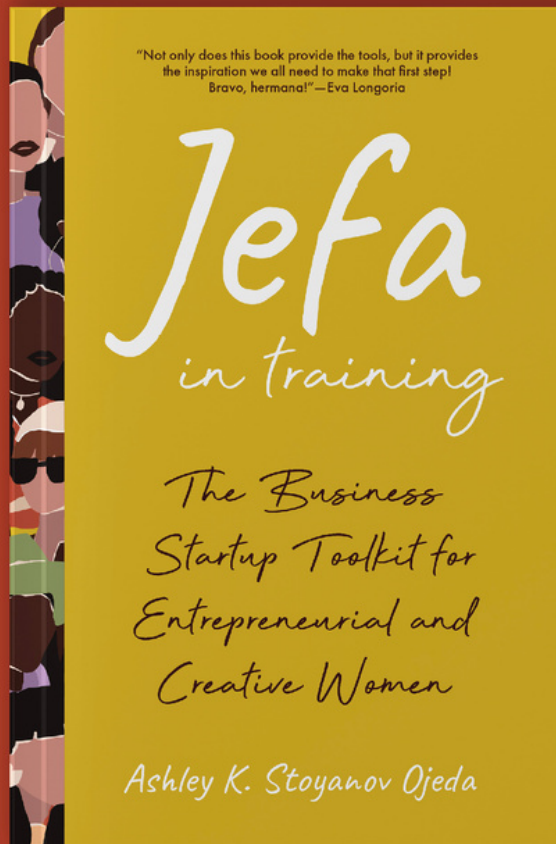
"Jefa in Training' is exactly the type of book I would have wanted at the start of my entrepreneurial journey. It's an incredible gift for the next generation of Latinas ready to become their own Jefas. The step-by-step advice is on point with very specific action steps on how to build a successful business, and the best part is how Ashley K. Stoyanov does it perfectly "in culture".

KALIMA DESUZE

OWNER OF CAFE CON LIBROS

"This book is for ordinary womxn with an extraordinary idea and limited resources. It's for the person who counts themselves out before they even step in the game. It's for anyone who dares to dream yet is too afraid to act. Jefa in Training is the business coach + mentor new entrepreneurs need and can't afford in early stages. Do not let go of your potential, get disciplined using this book and it's real stories to remind you of what is possible."

[READ JEFA IN TRAINING SAMPLE CHAPTERS](#)



MEDIA RECOGNITION

Ashley's work and love for the communities she represents continues to be celebrated and highlighted by leading media.



"[Jefa in Training] is a necessity within the Latino community."



Authority Magazine

"Jefa In Training will foster the next generation of entrepreneurs..."



"The book every Latina needs to become an entrepreneur."



REFINERY29

"...the French-Mexican business woman dedicated her career to creating opportunities with and for underrepresented entrepreneurs".



Latinas in Business Inc.

"The highly anticipated book covers the foundations of how to launch and grow your business and doubles as a workbook so that you can create a business plan while you're reading."

GIRLTALKHQ

mitú

the *mujerista*

Forbes

BE Latina

LNTV

Hispanic Executive

BOLDLATINA

el adn

Latino Loop

HipLATINA

LUZ

Nasdaq

THOUGHT LEADER

Ashley continuously puts her pen to paper. Proud of her heritage and confident in her experience and unique expertise, Ashley leads to inspire, offer guidance, and influence the new majority.

Recent guest posts include:



3 WAYS TO STAND OUT IN YOUR INDUSTRY

[READ THE ARTICLE](#)



**A LESSON FROM MI MAMA:
PAVING OUR OWN PATHS AS LATINAS**

[READ THE ARTICLE](#)



OP-ED: I CELEBRATED THE MILESTONE OF PUBLISHING MY FIRST BOOK – ‘JEFA IN TRAINING,’ THE FIRST-EVER SPANGLISH BUSINESS-LAUNCHING TOOLKIT AND WORKBOOK FOR LATINAS

[READ THE ARTICLE](#)



‘SI SE PUEDE,’ WHY IT’S IMPORTANT TO KNOW THAT IT’S NEVER TOO LATE IN LIFE TO PIVOT

[READ THE ARTICLE](#)

TOPICS OF EXPERTISE

**"Latinx to Watch:
Ashley K. Stoyanov Ojeda"**

- Hispanic
Executive

SEEING YOUR DIFFERENCES AS YOUR SUPERPOWER

This session leaves attendees with the inspiration to embrace their uniqueness and see it as a superpower to grow their business or career. They will learn actionable steps to creating a strong personal brand and develop thought leadership and a framework to help them pitch themselves in any situation to stand out in their industry.

CREATING IMPACT THROUGH COLLABORATION

In this presentation, we will cover exactly what collaboration means, why it's important, and the steps needed to pull off a successful one. Attendees will leave with the understanding of how to let go of their hesitations towards collaborations, what a successful collaborative relationship looks like and understanding the four secrets of a successful collaboration.

SKILLS TO START YOUR ENTREPRENEURIAL JOURNEY: WHY WHAT YOU'RE DOING RIGHT NOW MATTERS

Specifically for college students, this workshop is to help them see how the skills they are developing now (ex: research, collaboration, networking) can help them in the real world in entrepreneurship. They will leave with understanding the foundation of a business plan and learn frameworks in order to build a sustainable business that will stand out.

ADDITIONAL SESSION TOPICS

How to Leverage Change to Skyrocket Your Career - Creativity: The Key To Breaking Barriers In Your Career + more! For more specific session topics, descriptions and pricing, please email hola@ashleykstoyanovojeda.com.

KEYNOTE TESTIMONIALS



MICHAELLA ESTEVEZ, MARKETING ASSOCIATE @ IFUNDWOMEN

“Ashley came in with great energy and what seemed like a natural ability to engage the audience. After an in-depth presentation and a LIVE walkthrough of how to identify your unique selling proposition using audience participation, we walked away with a strong understanding of what a USP is, how to identify our own, and how to incorporate it to make our business pitches as strong as possible and stand out from the competition. I'm personally looking forward to working with Ashley again in the future!”



ROCIO ANGULO, DIRECTOR OF DEVELOPMENT @ LATINA VOICE

“All the members of our group, Latina Voice, were thrilled by your seminar regarding the debut of her book, 'Jefa in Training'. As we represent a community of young and talented Latina women, the message implied through both her talk and book really hit home! In particular, the members of our Latina Voice group were captivated by the many entrepreneurial tips she offered during her talk as well as inspired by the richness of her personal story of success. All of our attendees expressed that this event was time very well spent and now feel uplifted in their own individual pursuits.”



BLANCA CORREA, DIRECTOR OF CAMPUS ENGAGEMENT @ CONCORDIA UNIVERSITY

“We were super excited to have author, Ashley K. Stoyanov Ojeda, visit our university as a guest speaker during Women’s History Month and lemme tell you, she did NOT disappoint. Her in-depth presentation on Skills to Start Your Entrepreneurial Journey provided the audience with key points to keep in mind when developing a business plan. Ashley is charismatic and engaging and had no trouble keeping her audience interested. Students especially appreciated her ability to discuss the challenges she has faced, while also sharing how she overcame them. At the end of the speaking engagement, the audience left with tools that will enable them to get their start-up up and running.”



ALLY MEJIA, PRESIDENT OF PRSSA @ MANHATTAN COLLEGE

“Ashley is an incredible speaker. This past week, Manhattan College’s Public Relations Student Society of America had the wonderful opportunity of attending her workshop, “Starting Your Entrepreneurial Journey: Why What You’re Doing Now Matters”. In this workshop, Ashley went above and beyond to give back to our local college students and provide her insight on how one could improve their personal brand. Ashley is dedicated to her craft and it shows in all of her initiatives. We are beyond thankful to have had her as a guest speaker. We look forward to passing on the knowledge we learned to other students. We also hope to inspire others on campus to pursue their business aspirations in the same way she inspired us.”

A portrait of a woman with long, wavy, pink-to-purple gradient hair, smiling and looking slightly to the right. She is wearing a black top with white studs on the shoulder. The background is a blurred outdoor setting.

ASHLEY K. STOYANOV OJEDA

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