

# Jane Lu

## ***CEO and Founder of Showpo, Influencer and Keynote Speaker***

Jane Lu is the visionary behind Showpo, the global fashion brand, capturing the hearts of millions of customers around the world.

In 2010, Jane faced numerous obstacles, including a mountain of debt, a failed business, and unemployment. Despite these challenges, Jane refused to let them get in the way of her dreams. She secretly quit her corporate job to start a business, and put on a suit everyday to pretend to her parents that she was still working as an accountant.

Fast forward thirteen years to today, and Jane's hard work has paid off. Showpo is known worldwide for its trendy and affordable clothing that has a set mission to empower women everywhere.

Alongside this, she is also known for her numerous media and public speaking appearances, in Australia and internationally, and her active support of the local startup scene. Now including Shark Tank Australia as she is part of the panel of Sharks that help aspiring entrepreneurs from all over Australia.

A big focus of her career is promoting entrepreneurship and women in business. A role model to aspiring entrepreneurs worldwide, she regularly talks up the importance of learning through mistakes, and following your own path unapologetically.

In 2015, she co-founded Like Minded Bitches Drinking Wine, a Facebook group and website for female entrepreneurs and business owners to bond over their experiences. The community has since grown to more than 175,000 members.

After more than a decade, Jane's social media handle, The Lazy CEO, still captures who she is. A fan of working smart, not hard, her ethos is one that Bill Gates once put well: "I choose a lazy person to do a hard job. Because a lazy person will find an easy way to do it."

## ***Jane Talks About***

- Entrepreneurial Journey: Building Showpo from Scratch



- Fashion and E-commerce Trends
- Building a Brand in the Digital Age
- Women in Business and Leadership
- Innovation in E-commerce
- Social Media Marketing Success
- Overcoming Failure and Resilience
- Future of Retail and E-commerce
- Inclusivity in Fashion and Business

[VIEW SPEAKER'S BIO ONLINE !\[\]\(3dfb8d66e81160ad61421a3452093d1b\_img.jpg\)](#)