



Coding the Future

with **Dr. Sharon Jones**

Coding the Future Archives Available

**April 14th 2021: Creating a Purpose Driven
Business**

Jackie Benjamin has spent her career in technology, driving conversations, innovation, and organizational change. Her ability to understand the technology and business acumen has driven her career. She has been able to experience and work with large corporations and small businesses. While she worked for a small business she saw how many hours the owner spent on tasks that could be done by someone else. Along the way, Jackie learned the model of what it looks like to be a purpose-driven company. She has also always had a passion for helping women but wasn't sure how to marry that with being

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Featured Guest



Jackie Benjamin

Prior to starting her company, WeAssist, Jackie spent 5 years on the Executive Team at a purpose-driven startup that was growing from a 10 to a 100+ person company. While she worked for a small business she saw how many hours the owner spent on tasks that could be done by someone else. Along the way, Jackie learned the model of what it looks like to be a purpose-driven company. She has also always had a passion for helping women but wasn't sure how to marry that with being in business. By starting a virtual assistant company Jackie could provide sustainable employment and skills for women while allowing small business owners to get back to what they love doing - running their businesses

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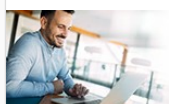
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