



**The Tech Cat Show**  
**Wednesday at 1 PM Pacific**  
**February 17th 2016:Encore: This week's guest, Shelly Zallis, The Pioneer**

This week we talk with Shelly Zalis, The Pioneer. Shelly is the CEO of The Female Quotient (TFQ,) a holding company focused on investing in the power of female leadership and skills. One of the company's many ventures is The Girls' Lounge, a concept that started as a physical space; a haven for women to connect at male dominated trade shows, and has quickly become an approach for addressing women's issues in business, with major corporations paying attention. Before TFQ, Shelly's was pioneering online research, having founded OTX ((Online Testing Exchange) and leading global innovation for Ips

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### Featured Guest



#### Shelly Zallis

Shelley has gone against the grain most of her career, starting in 2000 when she left the corporate world to pioneer online research. Shelley created OTX (Online Testing Exchange), which in just nine years became one of the largest and fastest growing research companies in the world. She sold OTX to Ipsos in 2010, where she led global innovation in over 80 countries. As the first female chief executive ranked in the research industry's top 25, she changed the game, brought emotion and passion to the boardroom and has devoted herself to becoming a mentor and friend to women and leaders in her industry. Her most recent endeavors include launching The Female Quotient and The Girls' Lounge, wh

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