Global Women's Business University Announces Strategic Expansion With High-Profile Appointment

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She's In Business Appoints Deidre Beacham as Strategic Partner to Lead Innovation, Impact & International Growth

LONDON, UK – In a significant announcement of a women's business university expansion, *She's In Business a pioneering* triple accredited women-led business university, is proud to announce the appointment of **Deidre Beacham** as Strategic Partner in a bold 90-day collaboration designed to scale impact, accelerate operational excellence, and strengthen the universities position as a global force in female entrepreneurship.

With fewer than 2% of female founders ever reaching £1M in revenue, the gap isn't in drive, it's in access to **high-level mentorship, strategic education**, and done-with-you business building. *She's In Business* was created to close that gap, blending accredited learning with hands-on execution to help women build profitable, purpose-led enterprises in real time.

> *"Most women build businesses around passion but passion alone doesn't create profit,"* said **Dr. Stephanie Anne Wilson**, Founder of She's In Business. *"We created this university to change that, and Deidre's appointment is the next powerful step forward in that mission."*

A New Strategic Era Begins

A respected thought leader in **AI-powered strategy**, **operational design**, and **visibility leadership**, Beacham joins *She's In Business* at a critical expansion point. Her role reinforces the organisation's commitment to results-driven innovation and evolving how women are educated, mentored, and positioned for executive success.

> *"Deidre's insight, integrity, and innovation are exactly what this next phase of She's In Business calls for,"* adds Dr. Wilson. *"Her lived experience and strategic brilliance make her an extraordinary asset to our global mission."*

In this role, Deidre Beacham will lead on:

- Auditing and restructuring current and future education programs, including *Expert to CEO*™ and *Embodied CEO*™
- Designing a robust **accountability and student success system** to improve client outcomes
- Co-creating an enhanced framework for **operational excellence and community cohesion**
- Preparing for the successful onboarding and delivery of the next **cohort of global female founders**

This initiative is a direct response to the need for **strategic infrastructure** behind women's ambition. She's In Business offers an **intensive, accredited MBA-style curriculum** combined with **real-time business development**, expert mentorship, and peer-based learning.

Reclaiming Power. Redefining Visibility.

Beyond her operational and strategic skillset, Deidre Beacham is the **pioneer of *The Medusa Effect.*** A groundbreaking methodology that challenges the historic conditioning of women to suppress their strength.

> *"You weren't cursed. You were conditioned,"* says Beacham. *"Power isn't gained through punishment, perfection, or hiding. It's always been yours… you just need to reclaim it."*

She has been instramental in leading women to move beyond performance and perfectionism, guiding them to embody presence that transforms their impact and position in their industries.

Her thought leadership, rooted in social healing, mythological re-framing, and psychological insight, makes her uniquely positioned to help **She's In Business** amplify its mission at both structural and economic levels.

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“We’re not just rebuilding systems, we’re rebuilding belief in what’s possible for women-led business. It’s about legacy,” said Beacham.

Done-With-You Business Building That Delivers

The *She’s In Business* model is not passive. It’s applied. Women build and refine their business **while inside the program**, with guidance, structured milestones, and expert-led implementation labs. The platform has earned global recognition for combining:

- **Triple-accredited academic programs**
- **Real-world business execution**
- **Supportive, peer-driven community**

This **women’s business university expansion** signals a bold new commitment to scale: not only in reach, but in results.

This joint venture marks a new chapter of impact for She’s In Business, combining global expansion with deep community activation, underpinned by the brand’s core values of **feminine leadership**, **inclusivity**, and **practical transformation**.

About She’s In Business

She’s In Business Global CIC is a UK-based, government-registered business education platform redefining the entrepreneurial journey for women worldwide. With triple-accredited programs, hands-on learning, and a results-first approach, the organisation equips ambitious women to become Limitless CEOs, grounded in strategy, rooted in purpose, and scalable leadership.

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