

## **Kathryn Finney, CEO Of TBF Group, LLC and Founder of The Budget Fashionista**



**Kathryn Finney** is the founder and CEO of TBF Group, LLC, parent company of Simply Good Publishing, a print publishing company and Simply Good Media, an information network with the sole mission to teach you how to live your best on less. Founded in 2003, the network currently has four properties—the highly influential The Budget Fashionista®, See Jack Shop (men), The Budget Ecoist (green), The Budget Casa (Home), which reaches a global audience of more than eight million+ unique visitors a year. An honors graduate of Yale University, Kathryn has been featured in over 600 media hits, including major news and entertainment outlets such as the TODAY show, Good Morning America, CNN, BBC, CNBC, Fox News and has been profiled numerous times leading publications including the *New York Times*, *USA TODAY*, the *Wall Street Journal*, *Black Enterprise*, *Forbes* and *InStyle*. The success of the SGM sites have led to several cross platform partnerships, including the book: *How to be a Budget Fashionista* (Random House), which is currently in its seventh printing and partnerships with major brands such as Microsoft, Proctor & Gamble, TJ Maxx/Marshalls, Sears, New York & Co. and Paypal. Kathryn is considered an expert in building branded, women-centered online properties and is a

frequent keynote speaker at conferences such as Blogger Business, South by Southwest (SXSW), New York Women in Communications, Women's Funding Network, and numerous colleges and universities. She is a founder and trustee of The Robert Finney Foundation, a non-profit fund that provides scholarships to African-American students pursuing educational opportunities in the field of technology and a supporter of programs that develop leadership skills in young women.