

# Brooke Waupsh Bio

Brooke Waupsh is the founder and CEO of Swoovy, a corporate social impact software company that provides organizations with a streamlined employee volunteer platform to boost corporate social responsibility (CSR) and employee engagement initiatives. She is an award-winning marketer with experience breathing life into established brands such as Coors, Clorox, and Charles Schwab, as well as successfully introducing a new B2B2C FinTech brand to the market that is now nationwide and represents the 4th largest network of community financial institutions in the US.

In 2023, Brooke was a contributor to Austin Woman Magazine for National Volunteer Month on the power of volunteerism. She was also recognized as an "Extraordinary Woman" by the *Austin American Statesman*, and Swoovy received a Communitas Excellence Award in Corporate Social Responsibility as a "Startup Company to Watch".

Brooke was the recipient of the Austin Young Chamber's 2021 FAVE Award for Young-Professional Led Business and nominated for the 2022 FAVE Award for Innovative Company for Swoovy. Brooke is also a two-time Woman in Business finalist for the *Austin Business Journal* and a two-time finalist for the "Austin Under 40" awards for "Start-Up and Innovation". She has also been featured as a "Female Disruptor" by Authority Magazine, a "Rising Star" by Voyage Austin, and "Woman to Watch" by On The Dot, as well as contributed to Authority Magazine and the Built In Expert Network.