

FERD'S LIST

of Inspiring Entrepreneurs and Leaders

2018 Honouree

www.ferdslist.org

#FERDSLIT



Alicia NAVARRO

Australian/Spanish living in the UK

Co-Founder and President of Skimlinks



@AliciaNavarro @Skimlinks

About Alicia

Alicia grew up in Australia, the child of Spanish/Cuban migrants. Her parents worked hard to educate her and teach values such as discipline, hard work, integrity, and these have remained key values of Alicia's character to this day.

After achieving a scholarship for the University of Technology in Sydney, Alicia graduated top of her class and in her 20s worked for big companies including IBM and Vodafone. After failing in the final round of interviews with Google when she was 30, Alicia realised that big technology was not the fit for her. She started two businesses that did not work out, before co-founding Skimlinks in 2007 in London with a friend from college Joe Stepniewski.

After over 10 years of being CEO, Alicia has moved into the role of President and Board member, where she continues to contribute to Skimlinks' market presence and vision.

Awards & Honours

- FDM everywoman Entrepreneur of the Year 2014
- WCIT Female Entrepreneur of the Year 2015
- Named one of the coolest female start-up founders in the UK, by Business Insider magazine in 2017

About Skimlinks

Skimlinks is a leading content monetization technology, helping thousands of publishers all over the world to earn money from their content in seamless simple way. Skimlinks is a \$50m a year business with global operations, driving \$1bn in e-commerce through its platform annually from the 4.5m websites.

www.skimlinks.com

#MyJAexperience

with JA Australia <https://www.jaaustralia.org/>



Alicia joined Australian Junior Achievers at 16 years old, acted as Managing Director for her company making a lip gloss called Pout and ended up winning the national championships.

"I went from being a shy, awkward, not-terribly-popular teenager, to leading my JA team as Managing Director to national success. That achievement opened the door to more involvement with JA as an alumna, which gave me the confidence, exposure to greatness, and ambition that is directly linked to my entrepreneurial success today."