

Mission

EmpowHER's mission is to improve women's health and change their lives.

About Us

EmpowHER is a health media company for women. The Company's website provides women with access to condition-specific health information, world-class medical resources, and a dynamic community of experts and advocates committed to their well-being. Millions of women visit EmpowHER.com every year, making it one of the largest and fastest-growing resources dedicated exclusively to women's health and wellness.



Background

Renowned women's health advocate and EmpowHER founder, Michelle King Robson, started the company following her own personal struggle with a debilitating health issue that left her feeling hopeless and alone. In EmpowHER, Michelle has built a company that provides women with the most comprehensive and up-to-date information available on women's health, as well as a forum for women to connect and share stories of struggle and hope.

Statistics

- EmpowHER is among the most popular 10,000 sites on the web.
Source: Quantcast
- EmpowHER is the 5th largest women's health site on the web.
Source: Quantcast
- EmpowHER.com has the largest online medical media library for women with more than 20,000 pieces of video, text and audio of women's health and wellness content. All of this content is original and has been created and produced by EmpowHER.
- Nearly 5 million visitors visited EmpowHER.com in 2009, with an estimated 15 million visitors anticipated this year.
- EmpowHER provides content from nearly 300 world-class health care practitioners, experts, providers and HERWriters on the site.
- EmpowHER.com is home to 1.3 million health events - the largest online repository of free and low cost health events on the Internet.
- More than 5,000 health questions have been asked and personal health stories shared by women with each other on EmpowHER.com since the site has launched.

Founded

March 2007

Launch Date

November 2008

Location

Scottsdale, AZ

Number of Employees

20 full-time employees
Over 50 independent contractors



Executive Team



Michelle King Robson, *Founder and Chairman*

Michelle is the Founder and Chairman of EmpowHER and is committed to helping women have access to the most current, unbiased health information they need to make the wisest choices for their health and the health of their families. She is also an active philanthropist and community volunteer whose work on various women's and children's issues has earned her numerous awards, appointments and recognition.



Shahi Ghanem, *President and CEO*

As CEO, Shahi oversees all aspects of the EmpowHER's business, including product development, marketing, sales, operations and strategy. He is a technology industry veteran, serial entrepreneur, and venture capital investor and advisor who has helped create over one billion dollars in shareholder returns. Prior to joining EmpowHER, Shahi served as Chairman and CEO of Brickfish, a leading social media advertising platform, and served as president of DivX, Inc. (NASDAQ: DIVX), one of the world's leading developers of video compression, digital rights management and media language technologies.



Owen Adams, *Vice President, Product*

Owen brings over 10 years of technology marketing, product management, research and operations experience to EmpowHER. Prior to joining EmpowHER, Owen worked at Brickfish, a social media advertising platform, where he led Product Management and Audience Development efforts and led User Experience and Search Marketing efforts for Adteractive, a leading performance based marketing company.

Medical Advisory Board

Dr. Lishan Aklog, M.D., *Chairman*

Director and Chief of Cardiovascular Surgery at The Heart and Lung Institute of St. Joseph's Hospital and Medical Center

Dr. Theodore Friedman, M.D., Ph.D.

Chairman of Medicine and Chief of the Division of Endocrinology, Molecular Medicine and Metabolism at Charles Drew University

Dr. Irwin Goldstein, M.D.

Director of San Diego Sexual Medicine at Alvarado Hospital

Dr. Gail Gross, Ph.D., Ed.D.

Nationally recognized expert, author and lecturer on juvenile education, behavior and development issues

Dr. Jay Harness, M.D.

Immediate past-President of The American Society of Breast Surgeons, President-Elect of Breast Surgery International, Director of St. Joseph Hospital's Comprehensive Breast Center

Dr. Marty Klein, Ph.D.

Licensed Marriage and Family Therapist and Certified Sex Therapist who has written five books, given over 700 keynote speeches and is frequently interviewed by the media

Dr. Philip M. Sarrel, M.D.

Emeritus Professor of Obstetrics and Gynecology and Psychiatry, Yale University

Dr. Bernadette Melnyk, Ph.D., R.N., CPNP/NPP, FAAN, FNAP

Dean and Distinguished Foundation Professor in Nursing at the Arizona State University College of Nursing & Healthcare Innovation

Dr. Maoshing Ni, Ph.D., D.O.M., L.Ac., A.B.A.A.H.P.

38th generation doctor of Chinese medicine, Licensed Acupuncturist, Diplomat of Chinese Herbology, and Diplomat in Anti-Aging

Dr. Darlene Jenkins, Ph.D.

Research scientist, science writer and biological consultant for biotech, pharmaceutical and medical device companies

Recent Press Coverage

Video



[Channel 12 News in Phoenix \(KPNX/NBC\) reports on Health Events by EmpowHER & interviews Michelle King Robson](#)



[Michelle King Robson Featured on PBS in Tucson](#)



[Former Leukemia Patient Pays It Forward on CBS in Phoenix](#)

Online

[EmpowHER launches Free Health Events Database for Women](#)
Huffington Post

[Doer's Profile: Michelle King Robson](#)
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