

Addie Swartz

As CEO of reachHIRE, Addie works with Fortune 500 companies and talent innovators to drive higher engagement and retention of women across organizations. From pioneering return-to-work programs with industry leaders including Fidelity, Wayfair, and T-Mobile, to creating the cutting edge Aurora platform for companies to engage and develop career women, Addie is a leading voice on how to support and advance professional women at all levels of the workforce.

Prior to reachHIRE, Addie founded two companies committed to helping women realize their potential. The Beacon Street Girls® brand provided positive role models for tween girls, while BrightIdeas® was the first tech company to leverage a stay-at-home-mom salesforce.

Addie serves as Co-Chair of the Massachusetts High Tech Council Women in Leadership program, an initiative dedicated to best practices in recruiting, retaining and promoting women into leadership roles.

Addie is a graduate of Stanford University and Northwestern University's Kellogg School of Management.