



Barbro's Best & Brightest, BBB, was created in 2001 by the Swedish-American businesswoman Barbro C. Ehnбом, with the aim to promote future women leaders in Swedish and International business. Besides the distinct benefits of encouragement, motivation and interdisciplinary idea-exchange within the network itself, members enjoy a unique access to the so-called Friends, who consists of an extensive list of global contacts which Ms. Ehnбом has acquired throughout her long career within business and culture in Sweden and the U.S. Working on both a vertical and horizontal level, the network allows unique access to global business leaders while fostering personal relationships between members as well as with network mentors.

### *History*

In 2001 Barbro C. Ehnбом initiated the scholarship Female Economist of the Year, FEOY, at her alma mater, Stockholm School of Economics. The early funding for this came from a network of Barbro's Friends, consisting of prominent Swedish and American business leaders, who would serve both as role models and contacts in industry for the Female Economist. Although only one young woman could win the scholarship, Ms. Ehnбом realized that access to caring Friends would accelerate other bright women's careers as well. That very year at the official gala ceremony, in addition to presenting FEOY 2001, the very first group of selected BBB members was introduced.

### *Members*

Although most of the members originally were female graduates from the Stockholm School of Economics, including of course the Female Economists of each year, BBB now consists of female graduates from universities all over Sweden and covers a diverse range of industries. These include traditional economical areas such as finance, management consulting, marketing/communication and accounting, but also other areas such as social entrepreneurship, applied research, life sciences, engineering, performing arts, administration and non-profit. It can also be noted that quite a few BBB were born outside Sweden. From those who are soon beginning their careers to seasoned young professionals, BBB represents a unique network of talented and ambitious young women, eager to seek out new opportunities but who also have demonstrated a will and heart to help others. Potential new members are only invited by recommendation from already existing members or from Ms. Ehnбом herself and all have to be vetted by her. Although the network is purposely kept to no more than 150 members, BBB has established itself as a highly regarded platform for top recognized young professional women.