

Elena Kiam (Joined October 2005)  
lia sophia

Ms. Kiam is senior vice-president of lia sophia, a direct selling fashion jewelry company that has selected Dress for Success as its not-for-profit partner. Like Dress for Success, lia sophia's mission is to connect women to their dreams and to help them gain significant financial independence; lia sophia does so by giving women the opportunity to establish their own businesses. Nationally based, lia sophia is one of the fastest growing direct selling companies and currently has over 15,000 sales advisors. lia sophia is known for its elegant, well-priced jewelry as well as its more fashion forward collections designed for press, celebrities and tastemakers. It is the only branded fashion jewelry company that is routinely featured in the national fashion magazines and the weekly entertainment publications, due in part to its celebrity following.

Ms. Kiam oversees the company's marketing and public relations efforts including its valued partnership with Dress for Success. Through this partnership, lia sophia is working to expose Dress for Success' clients to another career possibility as well as to encourage its own base of sales advisors to give back to their communities through Dress for Success.

Prior to lia sophia, Ms. Kiam had a 14-year career at J.P. Morgan primarily in the Asset Management/Private Banking division, where she was responsible for advising private companies and high net worth individuals on a range of financial matters. She helped establish J.P. Morgan's' businesses in Colorado, Texas and other western states prior to the company's opening offices in these areas.