

# BUSINESS

## BRINGING IT



### LEE DEAS

FOUNDER & VISIONARY

OBVIOUSLEE

A champion for equity and an advocate for entrepreneurs and women in leadership, Lee is the founder of a multi-million dollar marketing company in a climate where only 4% of women-owned firms grow past 1 million dollars per year. This Charleston Regional Business Journal Forty Under 40 winner also founded the Charleston Cinco de Mayo Festival: the city's first downtown event focused on Latin culture and arts. Lee is also a co-

founder and board member of Citibot, an AI-powered, equity- and accessibility-focused chatbot connecting citizens with local government. She has served as board chair for Palmetto Goodwill, on the board of Lowcountry Local First, and on the founding board of Palmetto Excel, a tuition-free adult charter high school.

Lee holds a bachelor's degree in international relations from the University of South Carolina and is an alum of The Riley Institute's Diversity Leadership Initiative.

## KEY ISSUES

- 1 Growing the number of women in leadership roles
- 2 Building purpose-driven companies