



Jennifer Cohen

- #16 "Most Impactful Fitness Entrepreneurs" – WebMD
- "Top 100 Most Influential People in Health and Fitness" - Greatist
- Forbes: [How This Entrepreneur Used Partnerships To 10x Her Business Empire](#)

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Forbes



Jennifer Cohen is one of the most highly acclaimed authorities in the fitness and wellness space with a strong passion for helping people build healthy habits to foster positive change and drive successful outcomes. Jennifer was co-founder of a popular fitness app called Hot 5, which was sold to Weight Watchers in 2015, and she has leveraged her own personal success to serve as brand strategist for a number of elite global companies. Jennifer's deeply engaging podcast, "Habits & Hustle," features proven leaders sharing their success stories and thought-provoking views about life and well-being. Jennifer is a best-selling author with three books in print and a fourth in the early stages of production, and she also frequently delivers captivating speaking engagements for both small groups and large institutions, including companies, universities and other organizations. Most notably, Jennifer's recent TED talk about her signature "10% target" has been viewed over 3 million times. With all of her achievements, Jennifer's proudest accomplishment has been to co-launch The Good Human Foundation, which hosts the annual "Babes for Boobs" bachelor auction supporting breast cancer research and treatment.

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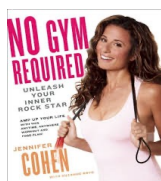
- ❖ Tony Robbins
- ❖ Dr. Oz
- ❖ Matthew McConaughey

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- ❖ Jay Shetty
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Entrepreneur & Brand Strategist



Best-Selling Author



2009



2014



2018

International Speaker

TED "The Secret to Getting Anything You Want in Life"; Nov 2019; 3+ million views
<https://www.youtube.com/watch?v=wM82hE6oimw>

