

ENTREPRENEUR PUBLIC SPEAKER VEGAN BUSINESS OWNER

Stephanie Redcross West started Vegan Mainstream based on a simple idea: to build a pro-vegan world, we need a solid infrastructure of successful businesses and brands to ensure that an ethical lifestyle is accessible to everyone, everywhere. Imagine ethical retail stores, restaurants, clothing options, skin care, cleaning supplies and educational materials in every mall or community! Every step toward making this a reality is a step that moves the vegan movement forward.

In 2009, Stephanie started developing tools, training and support for the brave individuals who identify themselves as Vegan Professionals – those starting and running vegan businesses all over North America, and the world. She was well-equipped to do this, with more than 15 years of marketing experience with small businesses and Fortune 500 companies.

Since then Stephanie has been blazing a trail as a leader in the vegan business world, working hard at not only building Vegan Mainstream into the invaluable resource it has become for vegan entrepreneurs and business owners, but also collaborating with other key organizations in the vegan movement, speaking at events like vegfests and conferences, writing articles and columns for a variety of vegan magazines and participating in vegan business forums. She is constantly looking for new ways to share her expertise and help motivate others who want to help move veganism forward. Most recently Stephanie has been using her experience with online course development to create new and innovative ways to meet the shifting and expanding needs of the vegan business community, including on-demand courses and a free online business support group. She has also been exploring the world of podcasting, always enjoying the challenge of finding new ways to help vegans make their businesses more impactful via digital platforms. Stephanie inspires others to turn their vegan passion into successful businesses.

Vegan Mainstream is grounded in the concept that there is room for all types of vegan business owners, not only those developing and selling food-related products. We need vegan carpenters, fashion designers, accountants, and more.

“It is only by developing a new way of doing business, by encouraging ethical, compassionate practices that are woven through the fabric of the business world, that we will see true and lasting change,” Stephanie explains. “So the idea may start with asking people to look at what is on their plate, but that’s just the beginning. When we start to see ethical options for everything we consume, every service we experience, every single choice we make with our wallets, that’s when we will start to see the real power behind the vegan business movement.”

Vegan Mainstream provides hands-on training, advice and education for new and established vegan business owners. We offer a wide variety of services including free webinars, podcasts, resource articles, business coaching, marketing consulting and a wide variety of self-paced online courses. We help authors, chefs, personal trainers, coaches and all kinds of vegan entrepreneurs launch and maintain successful vegan businesses.