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FOR IMMEDIATE RELEASE

President & COO of The Container Store Melissa Reiff to deliver Keynote at Conscious Capitalism 2015

*Executives, Entrepreneurs, Coaches & Consultants Gathering in Chicago, April 7 - 9, 2015
to Deepen Their Understanding and Practice of the Principles of Conscious Capitalism*

PORTLAND, OR. JANUARY 28, 2015. Melissa Reiff, President and COO of The Container Store has joined the roster of keynotes at Conscious Capitalism 2015, April 7 – 9, 2015 at the JW Marriott in Chicago, announced Conscious Capitalism, Inc. CEO Doug Rauch.

“Melissa’s leadership has played a critical role in building and strengthening The Container Store’s unique, employee-first culture, and we are very excited to have her join us at CC 2015 to share her insights and experiences,” said Rauch. Kip Tindell, Chairman and CEO of The Container Store noted of Melissa in his recently released book *Uncontainable*, “I like to say she’s the best president in the United States! Her commitment to breathless, whole-brained and compassionate communication has helped us achieve higher productivity through happier, more motivated employees.” Melissa joined The Container Store in 1995 as Vice President of Sales and Marketing, and was named company President and Chief Operating Officer in 2006 and 2013, respectively.

Reiff joins other keynoters Tony Schwartz, President and CEO of The Energy Project, Simon Sinek, author of two books: *Start With Why: How Great Leaders Inspire Everyone to Take Action* and his newest book, the *New York Times* and *Wall Street Journal* best seller, *Leaders Eat Last: Why Some Teams Pull Together and Others Don’t*, Bob Chapman, Chairman and CEO of Barry-Wehmiller Companies, a capital equipment and engineering consulting firm with more than 8,000 team members worldwide and Raj Sisodia, co-author of *Conscious Capitalism: Liberating the Heroic Spirit of Business*.

The forty-eight hour event will also be comprised of more than twenty 75-minute practicums, designed to deliver practical tools and best practices for applying the principles of Conscious Capitalism to everyday decisions.

CC 2015 is designed for CEOs and their executive teams, executives and entrepreneurs, as well as consultants and coaches who serve and support them, and anyone interested in Conscious Capitalism.

Keywords: Conscious Capitalism, CC 2015, Melissa Reiff, *Uncontainable*, Tony Schwartz, The Energy Project, Simon Sinek, Bob Chapman, Doug Rauch, *Start with Why*, *Leaders Eat Last*, Barry-Wehmiller

For more information about Conscious Capitalism 2015 visit the [Conscious Capitalism website](#) or the [event registration page](#).



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About Conscious Capitalism. Conscious Capitalism is a movement dedicated to elevating humanity through business.

Conscious Capitalism, Inc. is a non-profit organization dedicated to cultivating the theory and practice of Conscious Capitalism through events, presentations, publications and social media. We also support an emerging network of Conscious Capitalism Chapters, which serve as communities of inquiry for business leaders, entrepreneurs, coaches and consultants and others.