

## about Ali

Ali Krebs is a POSH mommy.

A sales person by nature, her degree in Business Administration and passion for interior design and fashion laid the groundwork for entrepreneurial success. Ali quickly learned that having kids meant reprioritizing, and that having kids along with a growing business meant learning the art of balance. Instead of head to toe couture, it was "True Religion and Target." She learned she'd rather have an assistant for her business than an assistant for her kids. When she re-designed POSH and launched POSH Mommy in 2009, Ali's high energy, personal style and her gift for trend-spotting were at the forefront. Her desire to bring luxurious, wearable jewelry creations to fashionable moms everywhere has been the crux of the brand. Balancing her family on one hip and her business on the other, Ali has formed strategic partnerships and built strong distribution channels, growing POSH Mommy, one POSH Mommy at a time.



POSH  
mommy