BIO SHEET

Sheena Hunt

Helping mission-driven founders scale beyond founder-led

SHORT BIO

Sheena Hunt is the founder and CEO of The DeVain Collective, a consultancy that helps mission-driven women founders scale service-based businesses beyond the founder-led stage. Drawing on more than twenty years in Fortune 100 operations and nearly fifteen years as an entrepreneur, she works with growth-stage companies between $500K and $5M in revenue, building the people-first systems that let a business grow without depending entirely on the person who started it. She hosts the podcast Beyond Founder-Led and is based in St. Louis, Missouri.

FULL BIO

Sheena Hunt spent more than twenty years in Fortune 100 operations before she ever ran her own company, and that foundation shapes everything she now builds for other founders. She went on to found and run Empowered Strategy, a digital marketing firm, for seven years, before founding The DeVain Collective. The throughline has been the same question throughout: what does a business actually need, structurally, to keep growing without requiring its founder to be everywhere at once.

The DeVain Collective works with mission-driven women founders of service-based businesses between $500K and $5M in revenue, most of whom have outgrown the systems that got them this far. Every engagement starts with the Strategic Discovery Audit, a diagnostic that identifies the real bottleneck before any solution gets proposed. Sheena also hosts Beyond Founder-Led, a podcast on the tensions of scaling a team and building a business that supports a full life rather than consuming it. She holds an MBA and is based in St. Louis, Missouri. Her guiding belief: profit matters, but what a business makes possible matters more.

EXPERTISE

Helping founders build the infrastructure to scale without relying on themselves for everything.

FAST FACTS

- **20+ years** in Fortune 100 operations leadership
- **~15 years** as an entrepreneur
- Founded and ran **Empowered Strategy** (digital marketing) for 7 years
- Founder & CEO, **The DeVain Collective**
- Host, **Beyond Founder-Led** podcast
- **MBA**
- Based in **St. Louis, Missouri**

CONNECT

Website	thedevaincollective.com
Instagram	@sheenad1
LinkedIn	/in/sheenadhunt