ENTERTAINMENT

BIOGRAPHY



EMMA GREDE

Guest Shark on ABC's "Shark Tank"

Emma Grede is the CEO and co-founder of Good American, the first fully inclusive fashion brand that celebrates all dimensions of female power. In October 2016, Greded launched Good American alongside Khloé Kardashian. What started as the largest denim launch in history, Good American is now an iconic inclusive fashion line of denim, ready-to-wear, swim, shoes and activewear.

Grede is also a founding partner of SKIMS, a solutions-oriented brand creating the next generation of underwear, loungewear and shapewear, and co-founder of Safely, the plant-powered cleaning brand delivering clean label products to the masses. Grede got her start working in fashion show production, before founding and serving as CEO of ITB Worldwide, a talent management and entertainment marketing agency.

She is a recurring Shark on ABC's critically acclaimed series "Shark Tank," making history as the first Black woman to serve as an investor on the show. As an activist and investor, Grede uses her wealth of experience to identify and invest in groundbreaking entrepreneurs and business startups rooted in inclusivity, diversity and sustainability.

Most recently, Grede was named as one of America's Richest Self-Made Women and America's Richest Self-Made Women Under 40 by Forbes. Grede's passion for bettering the world through socially responsible and conversation-advancing decisions is consistently reflected in the culture of her teams and the businesses she builds. As an immersive leader, Grede continues to advocate for inclusive representation across industries while finding opportunities to foster real change. Grede serves as chairwoman of the Fifteen Percent Pledge and also as a board member of Baby2Baby.

Born and raised in London, Grede currently lives in Los Angeles and is married to Swedish entrepreneur Jens Grede; together they have four children.

PERSONAL INFORMATION
HOMETOWN: London, England
BIRTHDATE: September 23

-- 2023-2024 --