



**better
because™**

ways to make life just a little bit better

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Founder Bios

Cathy Haffner and Ginny Hutchinson are co-founders of Better Because, a positive media company, whose mission is to make life a little better. Every book sold supports education for children in developing countries through their charitable partner Room to Read. They are successful Fortune 100 executives now in their Second Act, who learned valuable (and humorous) lessons from their careers, 20 year marriages, and their children.



Cathy Haffner

Cathy is a transformational leader, coming from humble beginnings in a bamboo hut in the Philippines to successful executive leadership roles with General Electric, Merrill Lynch, U.S. Bancorp, and Bank of America. In 2008, Cathy was selected as one of four global GE women executives for "Profiles in Success", filmed at GE's Crotonville Executive Leadership Center. She has served on three Visa U.S.A. executive councils. Haffner has a bachelor's degree from Seattle University and attended the Executive Program at the Stanford University Graduate School of Business. She is married, with three teenage daughters, and resides in San Antonio, Texas.



Ginny Hutchinson

As an executive leader, Ginny is an energizing spirit, who has guided start-up companies and Fortune 100 companies through dramatic growth and rapid change both in the U.S. and Europe. Ginny's expertise is in telecom, technology, and the financial sectors and leading teams. Most recently, Ginny was Chief Marketing Officer of Speakeasy, a Best Buy company. She was honored by *Red Herring 100* for starting a pioneering European mobile data company in Finland. Hutchinson has a bachelor's degree from the University of Washington, and attended the Wharton School of Business, Executive Program. She is married, with a teenage son and daughter and lives in Seattle, Washington.
