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International, home of the BooJee Beads brand of beaded lanyards and badge reels.

Mar. 16, 2013

Bonitas International CEO and [entrepreneur](#) Kimberly Martinez was crowned Ms. Mompreneur 2013 at the Rosen Centre Hotel in Orlando, FL last week.

The Ohio business owner, whose company produces and distributes fashion ID jewelry that includes the BooJee Beads brand of beaded lanyards and badge reels, is a former Fortune 50 executive who has discovered the secret to the most compelling issue that many [women entrepreneurs](#) face: how to achieve balance between raising a family and building a business.

“I am one of those women who insists on having it all,” says Martinez. “And I’ve come to the conclusion that a woman can be a great mom and a successful entrepreneur. It’s all about keeping your eye on the prize,” she explains. “Being named Ms. Mompreneur gives me the incredible opportunity to take the message to women across the country that they can follow their dreams while following their hearts.”

Martinez’s triumphant walk across the stage to accept the Ms. Mompreneur 2013 honor was just the beginning of a journey that will take her to every corner of the country during her year of service. She will be responsible for conducting professional workshops, doing national radio/television broadcasts, attending seminars and speaking to audiences about her entrepreneur journey and her platform that emphasizes life balance, prosperity and seeking out opportunity in unlikely places.

Martinez knows from experience that women are capable of turning adversity into triumph. While a top Fortune 50 executive, she built and drove marketing and

distribution systems for some of the most respected companies in the US. After losing

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my share of school science fair projects and attended more soccer games than I can count. I cherish both aspects of my life – mom and entrepreneur – and, yes, I am living proof that today's women can live the dream.”

Along with running a business and a household, Kimberly is co-author of two best-selling books, “The Next Big Thing” and “Women Who Mean Business.” Her TV appearances also include ABC, NBC, CBS, Fox, MSNBC and HSN. She is a Make Mine a Million \$ Business Awardee and a finalist for the 2009 Fortune 10 Most Powerful Women in Small Business award.

The national Ms. Mompreneur competition is a division of the Ms./Mrs. Corporate America Pageant that honors female business owners who are actively balancing the role of mom and entrepreneur.

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