



THE MOM PROJECT

PRESS RELEASE

The Mom Project Introduces Industry Leader, Penny Queller, as its New Company President

Allison Robinson will move into a new role as Founder and Chairwoman to focus on partnerships, strategic initiatives, investor relations, public policy and the long term vision for the company

CHICAGO — Dec 14, 2023 – [The Mom Project](#), a leading digital talent marketplace and community platform serving more than 1.5 million moms and 3,000+ companies, today announced that it has named Penny Queller its new President to lead the company in its next phase of growth. Founder and CEO, Allison Robinson, will transition into a new role as Founder and Chairwoman.

“Over these past 8 years, The Mom Project has grown beyond my wildest dreams and has become a force for positive change for so many mothers in the workforce. I am immensely proud of what we have built so far and look forward to partnering with Penny and continuing to support the team in my new role as Founder and Chairwoman,” said Allison Robinson, Founder and Chairwoman, The Mom Project.

“Penny is a respected and accomplished leader in our industry who truly understands the power of our mission. I have the utmost confidence in her, and her ability to take us to the next level in our exciting next chapter. Our employees, investors, customers, partners and community of over 1.5 million moms and mom-supporters are in great hands,” adds Robinson.

In her new role as Founder and Chairwoman, Robinson will continue to lead the long term direction of the company with its Board of Directors, work with external stakeholders such as investors, press and industry partners, and be active in strategic initiatives and public policy advocacy that can create long term advancement of the company’s mission.

“I am honored to step into the role of President for The Mom Project, building on the visionary foundation laid by Allison. With gratitude for the past and commitment to the future, I am excited to lead our team into the next chapter of innovation and growth to further our mission - building economic opportunity for moms,” said Penny Queller, President, The Mom Project.

Prior to joining The Mom Project, Queller was the Chief Customer Officer for Impellam Group, the seventh largest global talent acquisition and managed workforce solutions provider in the world. She also serves as Chairman of the Board for Central Michigan University College of Business Administration. Queller spent much of her career in workforce and staffing solution companies most notably as Executive Vice President for Randstad, where she led strategy and

digital transformation in North America. Penny also served as CEO advisor to The Mom Project and was part of their Customer Advisory Board, prior to this announcement.

“One of the most gratifying aspects of venture capital investing is to see a brilliant, inspired visionary launch and execute to bring significant positive impact to a large market. Allison Robinson is one of those few whose passion and unwavering dedication to millions of moms and progressive employers has changed an industry’s cadence and self-awareness. We applaud and thank Allison for her leadership integrity, underscored by her personal recruitment of a world-class executive in Penny Queller, and we look forward to working with her in her new capacity as Founder and Chairwoman,” said Jim Dugan, Founding Managing Partner, OCA Ventures.

“Penny not only fully embraces The Mom Project mission, but she is the example of the self-made executive who inspires innovation and progressiveness. Penny’s proven leadership, coupled with her ingenuity, makes her the ideal executive to lead The Mom Project into its next phase of significant commercial growth,” Dugan added.

Queller adds, “As our new President, I am deeply honored by the gravity of this responsibility as leading The Mom Project is not just a role; it is a commitment to moms to support their discovery in finding economic opportunity on their own terms. I am energized by the incredible potential that lies ahead and the bright future of The Mom Project as we are poised to continue on a journey of success.”

About The Mom Project

The Mom Project is the leading digital talent and community platform for moms to discover their economic potential. Serving more than 1.5 million moms and 3,000+ companies through its robust suite of hiring, career education and talent retention solutions, The Mom Project is supporting moms in finding economic opportunity on their own terms. Headquartered in Chicago, the company was founded in 2016 by Allison Robinson and has raised \$120M in funding to date, the largest global investment in female workforce development. Serena Williams joined The Mom Project as a strategic advisor to further mobilize the mission in 2020. Additionally, The Mom Project’s non-profit RISE helps women of color find greater economic opportunity through multifaceted support and upskilling total more than 9000 scholarships to date. For more information, please visit www.themomproject.com.

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