

WOMEN A FORCE IN BUSINESS

NOVEMBER 16, 2021 > RALEIGH CONVENTION CENTER WITH VIRTUAL OPTION

Jen Hoverstad Of Counsel Forrest Firm

A Raleigh native, Jen Hoverstad has paved a non-traditional career path as a licensed attorney with a marketing background. Notably, she served as brand manager for Counter Culture Coffee in Durham, and as the first director of marketing and community engagement for the Kay Yow Cancer Fund. Her work has focused on growing businesses and creating strong teams with the goal of increasing efficiency and profitability for her employers.



In 2018, Jen was diagnosed with an aggressive form of breast cancer at 34 years old. She took her story to social media for a transparent look at what it's like to face cancer as a young professional and mom to two toddlers. From chemotherapy to surgery to radiation, Jen's life became an open playbook for tackling an unexpected challenge. In 2019, Jen, along with a few other local young moms, started the Young Moms Against Cancer Support Group on Facebook, which serves as a connection tool for other women facing cancer in the Triangle.

Jen is currently of counsel with Forrest Firm, a statewide business law firm with an office in Raleigh. In addition to legal work, Jen shares the lessons she learned from cancer and speaks to audiences of all ages to challenge them in rethinking the power of their intentional influence. Jen's story has been shared on a variety of stages, podcasts, and media outlets. In 2019, Jen gave a TEDx talk titled "How to Change the World by Being an Influencer," which can be seen on her website, jenhoverstad.com.