



KELLY VLAHAKIS-HANKS

PRESS KIT

2025



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The health and wellness of people and our beautiful planet is my passion and the driving force behind the work I do to bring safer products to families around the world.

Felix Uchakio-Hanks

BIOGRAPHY

As President and CEO of ECOS plant-powered cleaning products, Kelly Vlahakis-Hanks is passionate about human and planetary health. She leads four manufacturing facilities across the U.S. as well as a European manufacturing platform. Vlahakis-Hanks is widely recognized for her highly effective leadership at ECOS and her influential voice in corporate social responsibility, safer chemistry, and sustainable manufacturing. Under her leadership, ECOS became the #1 selling green laundry detergent in the U.S.

Vlahakis-Hanks received her undergraduate degree at UCLA and her MBA at Chapman University. She has been featured on networks such as CNN and FOX News and publications like Forbes and the Los Angeles Times. She has received numerous awards for her leadership, including Entrepreneur's 100 Powerful Women and Conscious Company's World-Changing Women in Conscious Business. Vlahakis-Hanks was played by iconic actress Shannon Elizabeth in the Hollywood feature film *A Green Story*, which chronicles the inspiring story of the rise of ECOS, overcoming the power of corporate industry giants to become a leader in green manufacturing.

Vlahakis-Hanks resides in Southern California with her husband Eric Hanks, an acclaimed African American art gallerist, their daughter and rescue dog.



MY JOURNEY

Growing up in a small town in Illinois (pop. 3000), I was raised with a passion to protect our beautiful, shared planet and all its inhabitants. When I was 18, I was accepted to UCLA as a Regents Scholar and pursued a double major in Communications and History – an education heightened by study abroad programs in my ancestral homelands of Greece and Africa.

Upon graduating, my first job was at the California African American Museum where I curated an exhibit on South African apartheid. I later honed my communications skills working for PR agencies, consumer goods companies, and art galleries. But it was after my tenure as the Executive Director of the American Hellenic Council of California, where I lobbied Congress on issues affecting global peace and stability, democracy, and human rights, that I saw an opportunity to help grow my family's green cleaning products company.

After I joined ECOS in 2003, I helped our company increase distribution with conventional and natural retailers, build multiple sustainable facilities across the nation, and create an authentic connection with consumers. Today, our business has grown dramatically, and ECOS has become a worldwide leader in plant-powered cleaning and sustainable manufacturing.





Kelly Vlahakis-Hanks leads ECOS, a women-owned and minority-owned company. As a woman of Greek and African American ancestry who has made equity and inclusion central to ECOS's mission as a business for good, Kelly has created a corporate culture of diversity and empowerment with a company that is **64% BIPOC (Black, Indigenous, and People of Color)** and a **Executive Team that is 40% BIPOC and 60% female**. Her innovation and Technical Teams are **over 60% female**, which reflects her strong support of women in STEM fields. She has built a company that not only reflects the diversity of America but leads the cleaning products industry in equity and inclusion.





VISION

Kelly has had a lifelong passion for human and planetary wellness, which is reflected in ECOS's mission "to protect the health and wellness of people, pets and the planet by creating the most authentic, sustainable and affordable cleaning product for all."

From fighting for social and environmental justice to creating a Climate Positive company that regenerates more natural resources than it uses, Kelly has created a company that upholds the values that she holds most dear: truth, transparency and justice.



AFFILIATIONS

Vlahakis-Hanks is an active member of several boards of directors, including the **XPRIZE Foundation**, which incentivizes solutions to some of the world's greatest problems, the **Chapman University** Argyros College of Business & Economics, and **CASA OC**. She is also active in public policy advocacy and industry councils, such as the **American Sustainable Business Network**.

Kelly is also an active member of **YPO** and **Abundance 360**, a select community of executives and entrepreneurs using exponential technologies to transform their businesses.

As CEO, Kelly leads ECOS's sponsorships of the **American Cancer Society**, **Feed the Children**, **Folds of Honor**, **City of Hope** and many other charitable organizations. Under Kelly's direction, ECOS has donated over \$1 million to **Seattle Children's Hospital** through the **Friends of Costco Guild**. ECOS also donates every year to **Camp Korey**, one of Paul Newman's Serious Fun camps, which brings joy to children living with life-altering medical conditions and their families.



MEDIA COVERAGE

ABC News
 Argyros Brief Magazine
 Authority Magazine
 Bizwomen
 CBS News
 CNN
 Coastal Living Magazine
 Conscious Company
 Entrepreneur Magazine
 Ethical Corporation Magazine
 Forbes Magazine
 Fortune Magazine
 FOX News
 Global Trade Magazine
 Greek Reporter

HB Coastal Living
 Los Angeles Times
 MarketWatch
 MSNBC
 NBC
 OC Business Journal
 Orange Coast Magazine
 Orange County Register
 Real Leaders Magazine
 The Eden Magazine
 Thrive Global
 Today
 Whole Foods Magazine
 Yahoo Finance



SPEAKING PLATFORMS

ACS Making Strides Against Breast Cancer Events
American Sustainable Business Council Summit
Dave Asprey's Biohacking Conference
EarthX Green Speaker Series
Environmental Media Association Impact Summit
Global Green Environmental Awards
Green For All Events
Harvard University Environmental and Leadership Summit
National Women's History Museum Events
Orange County Business Journal (OCBJ) Family-Owned Business Awards
Progressive Grocer Top Women in Grocery
SHE Influences Conference (Speaks - Hears - Empowers)
TEDx Talks
U.S. EPA Safer Choice Summit
Vanderbilt University Social Venture Summit



Business for good

TEDx
SageHillSchool

PODCASTS

Autism Parenting Secrets
Brown Girl Green
CPG Launch Leaders
Elevate Your Career
EMA Talks
Eric's Perspective
From the Hart
Gooder

Green With Tiffany
Grit Happens
Healthy Home Hacks
In With the New
She's All Over the Place
The Badass CEO
The Brain Warrior's Way
Travel With Meaning

RADIO

Bloomberg Radio
KABC Radio

SiriusXM Business
WSJ Marketwatch

WEBINARS

American Sustainable Business Network
Center for Environmental Health
Children's Cancer Prevention Initiative
Dream Corps/Green For All — The Green Dialogs
Facebook/Instagram Live
Network of Executive Women (NextUp)



AWARDS

2017

- USGBC OC Eco Award “Eco Leader”
- South Coast AQMD Clean Air Award – Business Leadership in Air Quality
- Progressive Grocer Top Women in Grocery Award
- American Cancer Society Making Strides V.I.Pink Award

2019

- Environmental Media Association Corporate Responsibility Award
- Progressive Grocer Top Women in Grocery Award
- EurekaFEST Eureka Award

2021

- Shelby Publishing Diversity, Equity & Inclusion Award
- Microsoft Legacy Project “Women Who Empower Change” Honoree

2023

- Bruin Business 100
- Think Watts Foundation Weight Pusher Award
- The Shelby Report Women of Influence in the Food Industry
- Calif. Sen. Josh Newman Woman of the Year

2016

- ASBC Sustainable Policymakers Award
- Global Green USA Corporate Environmental Leadership Award
- USGBC Women in Sustainable Leadership Award
- Orange Coast Magazine Remarkable Women

2018

- Progressive Grocer Top Women in Grocery Award
- American Hellenic Council Aristeion Award

2020

- Entrepreneur Magazine 100
- Powerful Women of 2020
- Boy Scouts of America
- Woman of Character
- Conscious Company World Changing Women in Conscious Business
- National Women’s History Museum Women Making History Award

2022

- OC Supervisor Katrina Foley- Women Making a Difference
- NMSDC-certified Minority Business Enterprise (MBE)
- Fast Company's World's Most Innovative Companies - Corporate Social Responsibility

2024

- Commander of the Order of the Phoenix (Greece)
- The Shelby Report Women of Influence in the Food Industry
- U.S. Rep. Michelle Steel Women of Distinction

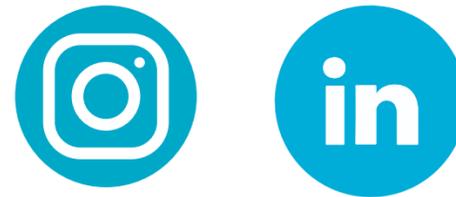
CHARITABLE PASSION PROJECTS

American Cancer Society, Making Strides
Austin Ekeler Foundation
Camp Korey, A SeriousFun camp founded by Paul Newman
Cure Duchenne
Ecochallenge
Girl Scouts of America
Hippocratic Cancer Research Foundation
Los Angeles Chargers Impact Fund
Loukoumi Foundation
Seattle Children's Hospital, Friends of Costco
Think Watts Foundation



SOCIAL PLATFORMS

Let's connect...



@kellyfromecos



KVH

KELLY VLAHAKIS-HANKS