

Joelson

Hercules

A Female Founders Club Powered by Joelson

Culture: By Default or by Design?

A conversation for female founders on building with intention.

Culture happens, whether we design it or not.

The way you lead, hire and communicate becomes the blueprint for how companies grow.

We are delighted to announce we will be joined by special guest Susan Allen, Co-Founder and Chief Brand Officer at [Here We Flo](#).



Event Details

Timings: Tuesday 11 November 2025, 6pm - 8pm

Guest Speaker: Susan Allen, Co-Founder & Chief Brand Officer
at Here We Flo

Guest Product: The Drinks Bureau

Format: Roundtable-style discussion and networking with
refreshments

Location: Joelson, 2 Marylebone Road, London NW1 4DF

[Register your interest for free](#)

About Susan

Susan Allen is Co-Founder and Chief Brand Officer of Here We Flo, a rapidly growing B Corp with big ambitions and an impressive roster of advisors and investors from Graze, Charlotte Tilbury, Unilever, L'Oreal and more. Susan grew up in Boston, Massachusetts, and received her B.A. in communications and legal studies from the University of Massachusetts Amherst.

After three years at a healthcare policy nonprofit in Boston, she moved to New York City to join George Soros' philanthropy, the Open Society Foundations. She then relocated to London permanently to lead the Foundation's work on diversity, equity, and inclusion.

After meeting Tara Chandra, the two launched Here We Flo in 2017 and the brand has been shaking up the personal care category ever since. Here We Flo is on a mission to challenge shame and stigma around periods, pee and pleasure, with products that are better for vaginas, vulvas and the planet.

Susan has been recognized as a 2023 Glossy Future Leader in the Wellness category.

Guest Product - The Drinks Bureau



The [Drinks Bureau](#) makes seriously tasty and award-winning cocktails in 1.5L "on tap" boxes and cute colourful cans. They launched two years ago and are listed nationwide at Morrisons, WHSmith at train stations and airports, Uber Boats, Blue Diamond Garden Centres and Greene King Free-trade.