

Kate Morris

Kate Morris is the co-founder and executive director of [Adore Beauty](#). From its inception in Kate's garage in 1999, Adore Beauty is now Australia's leading pureplay beauty e-tailer, winning multiple awards and boasting the top beauty podcast in the country. Kate is a two-time winner at the Telstra Business Women's Awards, and in 2017 was the first woman to receive the Industry Recognition Award for e-commerce at the StarTrack ORIA's. In October 2020 Adore Beauty listed on the ASX (ASX:ABY), setting a record for the largest ever IPO with a female founder and female CEO.

Kate is also a co-founder of successful SAAS startup Findation, and mentors up-and-coming startup founders via the Startmate accelerator.