



Jessica Coba , CEO, European Wax Center

(# 82 on this year's Inc. 500 | 5000 list)

<http://www.inc.com/inc5000/201109/european-wax-center-david-coba-how-i-turned-a-mess-into-a-moneymaker.html>

Jessica Coba serves as Chief Executive Officer. She inspires and leads the entire network to consistently provide the Ultimate Wax Experience. Jessica empowers the network with the skills and insights to perform to the European Wax Center standard of excellence. She leads the Company's personnel training, coaching and development through in-person, classroom, and online education.

She takes pride in working with her brothers, Josh Coba and David Coba, and watching the European Wax Center network grow successfully under her guidance. She considers her proudest moment to be the first annual European Wax Center national conference, held in May 2010. "Seeing our whole network of regional developers and franchisees together in one room truly left me speechless," says Jessica.