



Tory Burch Fellows Program Names Heather Fritzsche, CEO and Co-Founder of The Spearhead Group, as a 2020 Honoree

– A global manufacturing and product development leader, The Spearhead Group is a woman-owned business committed to the advancement of women and diversity in their industry –

July 23, 2020 (Yardley, PA) – The Spearhead Group, Inc. is excited to share that co-founder and CEO, [Heather Fritzsche](#), has been selected for the **2020 Tory Burch Foundation Fellows Program**. The [Tory Burch Foundation](#) advances women's empowerment and entrepreneurship in the United States by providing access to capital, education and digital resources. The Spearhead Group is one of 50 women-owned businesses that were selected for the fifth annual Fellows Program. World-renowned designer and business entrepreneur Tory Burch joined the leadership team of the Tory Burch Foundation to personally deliver the news over a surprise virtual call; watch the announcement [here](#).



The Fellowship receives numerous applications annually and provides women entrepreneurs with \$5,000 for business education and access to a distinguished community of their peers. The 2020 Tory Burch Fellows encompass women business-owners from 36 different cities and 13 industries. The year-long Fellowship will include dynamic virtual programming to help each of their honorees navigate the challenging economic environment.

"It is an unbelievable honor to be selected for the 2020 Tory Burch Foundation Fellows Program," said Heather Fritzsche, CEO and co-founder of The Spearhead Group. "Women entrepreneurs face unique business challenges, and the opportunity for recognition and mentorship from one of the country's most accomplished business leaders cannot come at a better time. I look forward to interacting with the other members of the 2020 Tory Burch Fellowship in driving real business solutions that reflect our shared dedication to women and diversity."

One of the founding principles of The Spearhead Group is to use their platform to amplify women and minority-owned businesses. They achieve this by dedicating business resources to help fellow entrepreneurs source expertise, manufacturing innovation and product development at more preferential cost. The Spearhead Group also appoints women-owned business suppliers whenever possible, including their Pioneer partners Acuity Packaging (Louisville) and Greener Planet (Chattanooga), who have showcased the opportunity to create a wholly women-owned supply chain with collaborations such as seasonal VAP.

The Spearhead Group is proud to be a part of many organizations that embody their values including Women of the Vine & Spirits, Women's Business Enterprise East (WBEC-East), Women's Business Enterprise National Council (WBENC) and the Women Presidents Org (WPO). Jessica Knee, Business Manager at The Spearhead Group, was also just appointed to the WBEC-East Next Gen Committee, a taskforce dedicated to supporting female entrepreneurs under 40.

For more information about The Spearhead Group, including interview requests, please contact Helen Gregory, helen@gregoryvine.com or Amanda Davis, amanda@gregoryvine.com. Gregory + Vine, the communications agency of record for The Spearhead Group, is also a certified woman-owned business.

About The Spearhead Group

A leader in manufacturing innovation and product development for spirits, food, beverage and beauty brands, [The Spearhead Group](#) is an immersive partner in the Physical Brand Enhancement™ process from creative brand design to manufacturing that enable clients to stand apart from the competition. Our proven process and global team have set out to revolutionize the industry and redefine how PBE™ can deliver a more memorable buyer experience. Founded in 2018 by Heather Fritzsche, CEO, and Robert Catalano, President, the Spearhead team brings more than 50 years of collective experience enriched by Pioneer Partners around the world. The result: a proprietary manufacturing and product development process and unparalleled relationships that ensure the execution of high-value business and brand-building goals for each client. Headquartered in Pennsylvania, The Spearhead Group manages a client-facing Packaging Innovation Center in Louisville and Yardley, and a production center in China. The Spearhead Group is a certified Women's Business Enterprise (WBE), member of Women of the Vine & Spirits, and actively supports diversity suppliers. The Spearhead Group is currently building and meeting with Fortune 500 Companies. Follow The Spearhead Group on LinkedIn (@thespearheadgroupinc).