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#SAPTalks

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October 13th 2015: Zhen's Gypsy Tea on being Female-Run, Organic, and A Leader in Innovation

Specializing in organic, fair-trade teas, female-led Zhen's Gypsy Tea needed the necessary technology to maintain 237 percent growth. Listen as host, David Trites, and business expert, Ursula Ringham, speak with Paula Muesse, COO/CFO of Zhen's Gypsy Tea as she explains how Zhen's managed to capture the business benefits of enterprise software without the fixed costs of an extensive IT department. Hear David, Ursula, and Paula discuss Zhen's business challenges, implementation of SAP Business ByDesign, and the company's lessons learned along the way.



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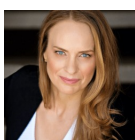
Featured Guests



Paula Muesse

As Chief of Organization and Operations of an organic tea company Paula Muesse has been able to share her passion for mindful food choices produced in fair and empowering ways.

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Ursula Ringham

Ursula Ringham is an innovative leader in digital content, influencer marketing, social media, live streams, and video series. She is an early adopter in utilizing the latest technologies to generate awareness, to create unique experiences and to build community about SAP solutions and technologies. Ursula previously worked at Adobe and Apple in their Developer Relations organizations, helping companies bring products to market.

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