Daughters of Rosie

Currently there are 600,000 manufacturing jobs unfilled in the US. Over the next decade, modest estimates project 2M unfilled manufacturing jobs due to retirement and the increase in skills necessary to fill those jobs. Even though women make up more than 46% of the overall workforce in the US, women only make up 28% of manufacturing labor. By adding 2M women to manufacturing jobs by 2025, Daughters of Rosie will avert the labor crisis and increase the representation of women in manufacturing to 37%.

Danielle’s first venture, So Big So Little, didn’t succeed. Determined to use her experience and platform for good, she retooled and chose a new venture which has already shown great progress. Her new venture, Daughters of Rosie, addresses the skilled labor crisis by getting women into advanced manufacturing careers. Danielle is working closely with the Liberty Fellowship in South Carolina where the first pilot women-only training program in advanced manufacturing will be established. It will be the first of its kind in this country since WWII. She is partnering with local technical colleges and staffing agencies, bringing women through paid programs and guaranteeing them jobs when they are done. Manufacturers are funding the training programs as they see the value in retaining a skilled labor force.

As of Fall 2018, Danielle has signed her third manufacturer, has had five immediate hires and has 25 women on the waiting list to sign up for the training.

Mission
Work with manufacturers to build women-only training programs with the goal to train 2,000,000 women in advanced manufacturing by 2025.

Title
Founder and CEO, Daughters of Rosie

Henry Crown Fellow Class XX
2016, Straight Outta Aspen

In Her Words
“I tried So Big So Little, and totally failed. It was harder than I thought it would be and so far outside my area of expertise to be practical, so I have chosen a new venture and made far more progress.”