



Martina Tararuj

FOUNDER · WOMEN'S ECONOMY ANALYST · COMMUNITY BUILDER · PODCAST HOST

Martina Tararuj builds the infrastructure women need to move capital. She founded Imperfect CEO, a 1,200-member community that has hosted 3,500 women at events across seven cities, publishes the Women's Economy Brief on where capital meets women's health and longevity, and trains founders and executives through SZEFOWE.AI. She teaches networking as a learnable skill — how to reach people who have no reason to answer you.



3,500+

WOMEN HOSTED AT EVENTS

7

CITIES

1,200+

COMMUNITY MEMBERS

FEATURED ON

Bloomberg

Forbes

MAMSTARTUP

WHAT I TALK ABOUT

01

The women's economy is not a diversity story. It's an asset class.

Why capital is moving into women's health, longevity and care infrastructure, and why most investors are still pricing it as charity.

02

Networking is a skill, not a personality trait.

How to reach people who have no reason to answer you — what to say, what to never say, and why most networking advice fails the people who need it most.

03

Menopause is a market nobody wants to underwrite.

The most under-served, most predictable demographic opportunity in Europe, and what's blocking it.

04

Building a community across seven cities without a budget.

3,500 women hosted at events in seven cities. What actually makes people show up twice, and the difference between an audience and a community.

05

ADHD didn't break my business. It built it.

Running a company with a brain that refuses linear planning, and the systems that made it work.

SUGGESTED EPISODE TITLES

Networking Is a Skill, Not a Gift

The Room You Weren't Invited To

Women's Health Is the Trade Nobody Made

What 3,500 Women Told Me About Money

Why I Stopped Waiting to Be Ready

Capital Has a Gender Problem and It's Expensive

QUESTIONS I'D LOVE TO BE ASKED

- ? What's the single biggest mistake people make when they reach out to someone senior?
- ? Can networking actually be taught, or are some people just born with it?
- ? What do you say to someone who finds the whole idea of networking humiliating?
- ? When did you realise the women's economy was an investment thesis and not a values statement?
- ? What does menopause have to do with GDP?
- ? How has ADHD shaped the way you run a company?
- ? What would you tell a woman who thinks she needs one more qualification before she starts?

WHAT I DO WHEN THE EPISODE DROPS

- A 1,200-member community across seven cities — the episode goes to them directly.
- Instagram and LinkedIn — a launch post plus stories on release day.
- Imperfect CEO Talks — cross-posted to my own channel's audience.
- Two vertical clips cut and published within a week of release.
- The Women's Economy Brief — the episode goes into the next issue.
- Assets ready to go — high-resolution photos, bio and logos to download.