Brittany Winfield

Brittany Winfield, Founder and Owner of The Winfield Creative, is an emerging leader who has become a powerful force for small businesses across Vermont—especially women-owned businesses—through her blend of marketing expertise, mentorship, and community-minded generosity. Those who have nominated Brittany describe her as a “powerhouse” with an indomitable work ethic and a clear mission: to help other entrepreneurs bring their visions to life and reach new levels of success.

In her professional work, Brittany is recognized for making marketing feel more approachable and less overwhelming for small business owners. Through social media management and practical guidance, she helps entrepreneurs understand the many moving parts of marketing—offering clear direction, honest feedback, and encouragement that meets people where they are. Nominators note the significant evolution and expansion of her business over time, and they consistently point to her ability to collaborate, teach, and share knowledge in ways that create real momentum for the businesses around her.

Brittany’s leadership is also visible in the way she shows up for the broader business community, often contributing far beyond what is required or expected. She is described as generous with her time, skills, and even donations in support of VT Womenpreneurs and female business owners more widely. In everyday conversations, she offers open, candid guidance without treating support as transactional. That spirit—helping others navigate business challenges simply because she wants to see them succeed—appears repeatedly across nominations as one of her defining qualities.

Her community impact extends into organizational leadership as well. Brittany is the incoming President of the Board of Directors of Community Capital of Vermont (CCVT), the state’s nonprofit community lender. CCVT serves Vermont’s new and growing entrepreneurs, particularly low- and moderate-income business owners who are underserved by traditional financing, with flexible loans and hands-on business coaching. Supporters highlight her as a driving force and a consistent source of optimism, innovation, and expertise. Those who have worked alongside her describe the positive ripple effect she creates: when Brittany invests in a group, the group becomes stronger, more confident, and better equipped to grow.

Brittany also uses her platform to promote mental health awareness, reflecting a leadership style that is not only results-driven, but deeply human. She understands that entrepreneurship can be isolating and demanding, and she contributes to a culture where business owners feel more supported—both professionally and personally.

What stands out most in Brittany’s nominations is that her leadership is not centered on personal recognition. Again and again, she is described as someone who is constantly reaching outward—pulling others upward, sharing what she knows, and creating space for other women to succeed alongside her. People who know her express a strong belief that she is just getting started, and

that her influence will continue to grow because it is rooted in collaboration, service, and a genuine commitment to helping others thrive.