

ALWAYS THIS GOOD

JENNIFER MAGGIORE ALWAYS THIS GOOD FOUNDER & CEO

Jennifer Maggiore is the founder and CEO of **Always This Good**, a company inspired by a cherished family tradition. The name comes from a toast her family makes during celebrations: “May it be always this good or better.” This toast reflects Jennifer’s high standards and expectations for both herself and her clients. Her passion lies in empowering women, believing that when women are empowered, they achieve powerful results that benefit society—through increased revenue, job creation and philanthropic efforts.

Jennifer’s journey to success has been shaped by both triumphs and challenges. In 2005, she became the first in her family to earn a college degree and soon after embarked on her entrepreneurial journey as a marketing consultant during the early days of social media, all while planning to start a family. As her business began to grow, Jennifer faced personal struggles that would change her perspective on life and work.



Through this journey, Jennifer realized the importance of prioritizing her health and well-being amidst the demands of business. With the support of her husband, she committed herself to personal growth and healing. She focused on therapy, physical wellness and mindfulness and embraced a new lifestyle. Today, she’s working toward a yoga certification while deepening her commitment to health and holistic living.

This personal transformation not only improved Jennifer’s well-being but also fueled the success of her business. With nearly two decades of experience, Jennifer has worked with Fortune 500 companies, nationally recognized brands and renowned industry leaders across various sectors. Through these experiences, she saw firsthand the toll that constant self-sacrifice took on those who built successful businesses. This realization led to the evolution of her business to focus on mindful business consulting.

In 2022, Jennifer purchased, renovated and opened the **Always This Good Retreat Center**, a space designed to help business leaders focus on work-life harmony. The Retreat Center integrates wellness practices such as yoga, massage and meditation, offering clients a comprehensive approach to business consulting that prioritizes mental, physical and emotional well-being.

Today, **Always This Good** serves clients with a holistic approach to business consulting, offering retainer services, retreats and a peer advisory program. Jennifer, a 2024 Stevie Award Winner, and her team focus on helping clients achieve their goals while ensuring that wellness and fulfillment remain at the heart of their work.

Jennifer’s mission is simple: to help others build thriving businesses without sacrificing their health or happiness. She continues to ask herself and her clients, “How can we achieve your goals while making your wellness a priority?” She is deeply grateful for the opportunity to serve others, and as she always says, “May it be always this good or better!”