



#CEOWORLDRECORD

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ceoworldrecord.com

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FOR IMMEDIATE RELEASE

LITHUANIAN FEMALE CEO'S MAKE GLOBAL HISTORY

INTERNATIONAL WORLD RECORD ACHIEVEMENT SUPPORTING UKRAINE

Lithuanians Laura Gerrits and Vilma Nasteckienė are the founders of The Holistic Enterprise, working with companies to create healthier, more impactful outcomes around the world.

On 27 May 2023 they achieved the Official *Extreme Excellence World Record*™ for: "The Countries Represented By CEO's Answering One Question Via Video".

They gathered global impact driven CEO's from 26 countries, including international billionaires & philanthropists such as Naveen Jain (*Viome Life Sciences*), Andrew Winston (*Net Positive*) & Nona Yehia (*Vertical Harvest Farms*) - as well as Lithuanian KIKA Group and Stansefabrikken.

Participants were each interviewed via video and answered the question "*How Is The World Better Off Because Your Company Is In It?*".

The project reached 26 countries, 40 industries and 52 CEO's in just a few weeks, and showed that the best leaders consistently see "the whole person" in all parts of life and business, and are deeply committed to transforming businesses into future-focused and transparent, high performance companies.

A documentary about the world record will premiere in Lithuania later this year, and the project already attracted 357k+ social impacts. The goal is to reach 1 million.

"We collated the world's most valuable resource on impact-driven leadership - and we will be sharing this with all leaders who desire to use business profits to make the world better."

Said Laura and Vilma.

"Our record holders collectively influence billions of people, and this record is just the beginning of a massive global movement into holistic practises."

The Holistic Enterprise have chosen the only female-founded world record company, *Extreme Excellence World Records*™ from Tasmania, to adjudicate the attempt.