

Erika Sinner of Directorie named EY US Entrepreneur Of The Year® 2026 Heartland Award winner

SAINT LOUIS , MO, UNITED STATES, June 22, 2026 /EINPresswire.com/ -- Erika Sinner, founder and CEO of [Directorie](#) was named an [EY US Entrepreneur Of The Year®](#) 2026 Heartland Award winner.

“This recognition means so much to me because it reflects not just the growth of Directorie, but the belief that you can build something meaningful and high performing without compromising on humanity. We started Directorie with a vision to help life sciences companies bring important therapies to market in a way that truly serves patients, and to do it with a team that feels seen, valued, and empowered every step of the way. I am incredibly grateful to our clients who trust us with their most critical moments, and to our team who shows up every day with excellence, heart, and commitment. This recognition is a reflection of all of them and what we are building together.” - Erika Sinner

Under Sinner’s leadership, Directorie has become a trusted commercialization partner for emerging biotech and pharmaceutical companies navigating the complex path to bringing new medicines to



market. Since founding the company in 2018, Sinner has built a fully bootstrapped organization that provides senior commercial talent and strategic expertise to life sciences teams preparing for launch. Directorie has now supported more than 50 brands and 28 product launches across a wide range of therapeutic areas including muscular dystrophy, rare metabolic disorders, cardiomyopathy, irritable bowel syndrome, growth hormone deficiency, and women's health. Through this work, the company has helped life sciences innovators advance therapies impacting more than 100 million patients worldwide.



Now in its 41st year, the Entrepreneur Of The Year program honors business leaders for their ingenuity, courage and entrepreneurial spirit. It celebrates original founders who bootstrapped their business from inception or raised outside capital to grow their company, transformational CEOs who infused innovation into an existing organization to catapult its trajectory and multigenerational family business leaders who reimagined a legacy business model to strengthen it for the future.

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Regional winners were chosen by an independent panel of past winners, top CEOs and business leaders. Judges assessed candidates on long-term value creation, entrepreneurial spirit, purpose-driven commitment, and significant growth and impact.

As a Heartland award winner, Erika Sinner will now be considered by the national judges for the Entrepreneur Of The Year 2026 National Awards, which will be presented in November at the annual Strategic Growth Forum®, where high-growth CEOs, Fortune 1000 executives and investors converge to shape the future of business. The National Overall Award winner will move on to compete for the EY World Entrepreneur Of The Year™ Award in May 2027.

The Entrepreneur Of The Year program has recognized the leadership of entrepreneurs such as:

Jason McGowan, Crumbl Cookies
Reid Hoffman | Jeff Weiner, LinkedIn Corp.
Saeju Jeong, Noom
Allison Ellsworth | Stephen Ellsworth, Poppi
Jitendra Mohan | Sanjay Gajendra | Casey Morrison, Astera Labs

Shelly Ibach, Sleep Number
Howard Schultz, Starbucks Coffee Company
Holly Thaggard | Amanda Baldwin, Supergoop!
Jodi L. Berg, Vita-Mix Corporation
Michael Happe, Winnebago Industries
Arthur Blank, Atlanta Falcons, The Home Depot, Georgia Force

Sponsors

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year Awards include presenting sponsors PNC Bank, Cresa, LLC, Marsh Risk, SAP and the Ewing Marion Kauffman Foundation. In Heartland, sponsors also include– regional Platinum sponsor, Twin Cities Business, regional Gold sponsor, Padilla, and regional Silver sponsors, ADP and Stagedge.

About Entrepreneur Of The Year

Founded in 1986, Entrepreneur Of The Year® has celebrated more than 11,000 ambitious visionaries who are leading successful, dynamic businesses in the US, and it has since expanded to nearly 60 countries and territories globally.

The US program consists of 17 regional programs whose panels of independent judges select the regional award winners every June. Those winners compete for national recognition at the Strategic Growth Forum® in November where national finalists and award winners are announced. The national overall winner represents the US at the EY World Entrepreneur Of The Year™ competition. Visit ey.com/us/eoy.

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