

Los Angeles Business Journal Honors Miri Rossitto with Champion of Women Award

LABJ Inside The Valley recognizes Cowe Communications Founder and CEO Miri Rossitto for leadership and commitment to creating opportunities for women.

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-- More than 300 Valley business and community leaders were on hand last week when the [Los Angeles Business Journal \(LABJ\)](#) honored [Cowe Communications](#) founder and CEO Miri Rossitto as the organization's 2026 Champion of Women. Rossitto was cited for her leadership and commitment to creating opportunities for women.

LABJ's Champion of Women Award recognizes Valley leaders who are creating opportunities for women to lead and grow. As an entrepreneur, business owner and employer, Rossitto has used her platform to connect professionals, advocate for emerging leaders and help women build stronger businesses and brands.

The recognition took place at LABJ's annual Valley Women's Leadership Symposium and Awards at the Sheraton Universal Hotel. The event brought together prominent business and community leaders from across Los Angeles to recognize women making an impact through leadership, mentorship and service.

"Miri consistently brings innovative ideas, a fresh perspective and a strategic approach that helps organizations maximize their impact," said The Valley Economic Alliance Chair Armida Colmenares-Stafford. "Miri has also been an invaluable contributor to the Valley Economic Alliance, serving in multiple capacities, including our strategic planning committee. Her ability to strengthen existing structures and create meaningful community engagement makes her a



Miri Rossitto, founder and CEO of Cowe Communications, receives LABJ's Champion of Women Award from Danone Simpson, founder and CEO of Montage Insurance Solutions

tremendous asset to any organization she serves."

Rossitto was honored in 2025 with the Valley Industry and Commerce Association's Harmon Ballin Community Service Award.

"Working alongside Miri has been an incredible experience," said VICA Chief Operating Officer Jessica Yasukochi. "She has a rare ability to understand the big picture while never losing sight of the details that move an organization forward. She is a trusted partner who makes things happen and VICA has benefited tremendously from her leadership, insight, and commitment."

This past July, the LA Business Journal named Rossitto, for the seventh consecutive year, to its 2026 Valley 200, a list of the region's most influential business leaders and entrepreneurs.

Rossitto founded Cowe Communications in 2015 as a business and brand development agency specializing in strategic communications. With two decades of experience behind her, she helps owners, entrepreneurs and organizations, strengthen their brands and create measurable growth. Cowe services include brand development, graphic and website design, copywriting, photography and videography, social media management, public relations and marketing.

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