

2025

# WOMEN in BUSINESS Wilsonville



# 20

**Inspirational Businesswomen  
& the Secrets to Their Success**

**STUNNING PORTRAITS + Q&As INSIDE!**

# Laurel Winkel

## SheBuilds Kitchens

Laurel Winkel, the founder of SheBuilds Kitchens, brings her innovative spirit and expertise to the world of kitchen design. Born and raised in Beaverton, she holds a degree in applied science and has always pursued a career in entrepreneurship — in high school, she was a pharmacy technician and sold NordicTracks, laying the foundation for her business acumen. She is an active member of the National Kitchen & Bath Association (NKBA) and the Home Builders Association (HBA). Beyond her professional life, Laurel is dedicated to her community, volunteering with her local youth program. She enjoys yoga, hiking, and exploring national parks. At home, she and her husband, Bryan, share their lives with their children — Ethan (26), Shelby (22) and Tyce (16) — as well as their beloved Borgi (border collie-corgi mix).

### Q What does your business do? What makes it unique?

With a portfolio of more than 150 completed projects, SheBuilds Kitchens brings 100-plus years of combined design and carpentry experience to every remodel. Renowned for our project organization style, open communication, quality materials and seamless product delivery, we specialize in bringing kitchen and bathroom dreams to life. From full kitchens to small spaces, our dedicated team focuses



on timely completion and maintaining the highest standards for every remodel. On a budget? No problem. We bring creative solutions that maximize your investment.

### Q What keeps you motivated in your career/business?

I set out to prove a point, that not only are women more than capable of competing in the construction and remodeling field, but we can be wildly successful because of our feminine approach to business.

### Q What are you most proud of professionally?

I am most proud of the SheBuilds team and the 150+ amazing kitchens we've built in the last seven years.

### Q What is your advice for young women in business?

Never stop learning. Learn more about your field and keep up with innovations. Learn to be a business owner, not just an operator. Learn how to be a leader. Learn how to be a better communicator. Never stop looking for ways to improve yourself professionally and personally.

### Q How would you describe your perfect day off?

The best day off would be spent hiking and waterfall chasing with a good friend, finishing the day with a great meal at the best local restaurant we can find.

### Q What is at the top of your bucket list?

Touring Europe with my best friend.

### SheBuilds Kitchens

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#### Recent binge-worthy show

Lincoln Lawyer

#### Favorite sports team

Blazers!

#### Favorite board game

Trivial Pursuit

#### Favorite podcast

Mel Robbins

#### Museum you'd like to visit

Henry Ford Museum in Detroit

#### Favorite book genre

Biographies