

# Beyond Success Online

*My Interviews with Entrepreneurs From Around the World*



Edith Moricz

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# From The Author



Welcome to BeyondSuccessOnline !

Hi ! I'm Edith Moricz, Founder of [FastTrack2YrDreamJob](#) and [Rocketyournonprofit.co](#)

About 10 years ago, I launched BeyondSuccessOnline to connect innovative, visionary leaders around the world with entrepreneurs seeking guidance and insight on achieving the highest level of personal and business development excellence.

I'm very proud and humbled by my contributions to advocating small business PR and enabling small businesses to stay competitive. I've interviewed hundreds of global leaders across many industries and am thrilled to share with you a small sampling of the success stories that have been shared with me over the past 10 years.

We have 24 hours each day to showcase our talents, skills and expertise.

How are you spending yours?

Warmly,

**Edith Moricz**

# Beyond Success Online Interviews

## In Recognition

**3 extraordinary individuals shaped my career path and life story.**

**Individually, their talent and impact on the community has changed lives.**

**I'm blessed to share their stories on Beyond Success Online.**

### **Dr. George Moricz**

-International Best Selling Palm Beach Author and Physician

### **Wayne Johnson**

-Instructional Systems Designer, Curriculum & Training Director, & Project Manager

### **Charles Zeiders, Psy. D**

Forensic Psychologist, Expert Witness In Independent Private Practice

# Beyond Success Online Interviews

## George Moricz, M.D.

CEO, BodyHormoneBalance of Palm Beach, Boca Raton and Ft. Lauderdale

As a thought leader in anti-aging, Dr. Moricz has integrated hormonal balancing, weight management and control over fatigue. He has advanced cutting edge anti-aging philosophies with the release of his international bestselling book *The Hot and Sexy Hormone Solution* – for smart and savvy women over 40, a game changing concept for taking “years off” their years.

With his proprietary Youthful Blueprint System™, Dr. Moricz continues to provide these life changing therapies that have delivered small miracles to his clients, even when nothing else has worked.

Having practiced internationally, Dr. Moricz draws VIP clients from all over the US and even overseas for his therapies. A few things you may not have known about Dr. Moricz is that his VIP clients have fondly named him their “youthful sexuality doctor” and are no longer surprised that he doesn’t sugar coat the truth.

Released for the FIRST TIME in public...

Join 100 of Dr. Moricz’s closest VIP clients behind closed doors...

AND be a ‘fly on the wall’ in the comfort of your home

and eavesdrop on this ‘once in a lifetime’ DISCOVERY...

HERE is your SPECIAL INVITATION...

Get your SNEAK PEAK right now

<http://doctormoricz.com/The-UNTOLD-story...the-way-it-REALY-happened....html>

# Beyond Success Online Interviews

## Wayne Johnson

Senior Project Manager | Instructional Systems Designer (ISD) | Curriculum & Training Director

I was born in Albany, New York. I have lived and worked in various places around the globe. In college, I studied at the State University of New York as well as at Brunel University in London, England. My graduate degree is in Education from The School for International Training in Brattleboro, Vermont. I lived and worked in Yosemite National Park, CA for 10 summers—living in a tent. I was a visiting professor in Katowice Poland before the Berlin Wall fell. I went through the Berlin Wall 25 times—something I will never forget. I also have traveled and lived in Western and Eastern Europe and also lived in Asia for 14 years, spending most of my time conducting research and teaching at several universities in Japan and Thailand.

Before moving back to the US, I was a tenured professor at the Faculty of Intercultural Communication, at Ryukoku University—the oldest university in Japan. Along with writing two English and cultural text-books, I co-authored and edited three text-books for teaching culture and language approved by the Ministry of Education in Japan. I also have written over 30 publications in international academic journals and conducted many presentations at international conferences concerning education, learning, and intercultural communication.

I moved back to the US to work as a curriculum developer and training manager at American Power Conversion and then became the Director of Training and Development at Equity National in Rhode Island. I was also the Director of Community Education at Bunker Hill Community College and the Assistant Director of the Center for Business and Industry at Bristol Community College, in Fall River, Massachusetts. I also served as the Dean of Corporate and Community Education at MassBay Community College in Wellesley, Massachusetts. I enjoy cooking various types of cuisines, playing guitar, playing with my children, was a high school wrestling coach and still follow the sport, and like bike riding.

### My Typical Day:

You are correct—there is no “typical” day that I could define. Currently, I help to design and develop instructional material for United States Department of Defense (DoD) Defense Language Institute Foreign Language Center (DLIFLC) and AAC training courses promoting linguistic and intercultural competencies. To date we have worked on Arabic, Chinese, French, Korean, Japanese, Indonesian, Hindi, Russian, Vietnamese, and Farsi (Persian) cultures and languages. Every day my tasks are multifaceted and complex. For example, typically we try to come up with original concepts and activities that will benefit the Foreign Area Officer programs. Daily there is a need, in some capacity, to mobilize critical resources to resolve issues. Key areas focus around curriculum development, increasing global awareness, intercultural communication, instructional design, managing interdepartmental relations, creating program evaluations, scheduling, strategic planning, and exploring web-based training. At times, I also analyze, develop, implement, and evaluate instructional systems, distance education, and professional development strategies, initiatives, policies, plans, procedures and evaluations. For a great deal of time I need to work with linguists / subject-matter-experts from numerous cultures. This keeps me pretty busy.

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## My Favorite Books:

> All books written by Cali Ressler and Jody Thompson. Both of these women are the founders of CultureRx and creators of the Results-Only Work Environment (ROWE).

> Drive, by Daniel Pink. Pink believes: When it comes to motivation, there's a gap between what science knows and what business does. Our current business operating system—which is built around external, carrot-and-stick motivators—doesn't work and often does harm. We need an upgrade. And the science shows the way. This new approach has three essential elements:

1. Autonomy—the desire to direct our own lives.
2. Mastery—the urge to get better and better at something that matters.
3. Purpose—the yearning to do what we do in the service of something larger than ourselves.

> The Unbearable Lightness of Being, Milan Kundera, is a 1984 postmodern novel about two women, two men, a dog and their lives in the Prague Spring period of Czechoslovak history in 1968. As I lived in Poland before the Berlin Wall fell, I feel that the book (and also the movie) best portrays what life was like in Soviet controlled Eastern Europe. The Berlin Wall was a scar on the face of the planet. Something we should all not forget.

# Beyond Success Online Interviews

## Charles L. Zeiders, Psy.D

**Title : Forensic Psychologist | Expert Witness In Independent Practice**

Dr. Charles Zeiders has logged thousands of hours of psychotherapy in private practice (<http://www.drzeiders.com/>), addressing many clinical situations and client populations. He earned a Bachelor of Arts Degree in English in 1985 from Elizabethtown College. He earned his Master of Science in Counseling and Human Relations in 1990 from Villanova University. He earned his Doctor of Psychology Degree in 1996 from Immaculata College.

Since 1997, Dr. Zeiders has maintained a lively psychology practice, treated diverse populations, and consulted and lectured widely. His patients enjoy a combination of Jungian psychology, Cognitive-Behavioral Therapy, and spirituality. Dr. Zeiders treats patients in the midst of Christian spiritual transformation.

His Post-doctoral Fellowship at the Center for Cognitive Therapy, University of Pennsylvania, was under the auspices of Dr. Aaron Beck and other psychotherapists. This post-doctoral platform launched him into a series of credentials including:

Diplomate in Cognitive-Behavioral Therapy Charles Zeiders PsyD

Certified Cognitive-Behavioral Christian Counselor

Certified Cognitive Forensic Therapist

### **My Typical Day:**

I awake, make a smoothie, read from the Book of Common Prayer, and watch the BBC. Then I ride my bike a few miles, making sure I cover at least a mile of hills. I bike over to the office, shower and jump into a suit. The phone rings, and I engage about an hour or so of coaching. Then therapy appointments begin. I spend 5 to 8 hours providing psychotherapy on the medical model with heavy cognitive-behavioral emphasis. Sometimes depth psychology. The therapy ends. I return email, conduct the billing, get back into my biking gear and ride home. Somewhere in there I field a few emergency phone calls. Sometimes, I meet with attorneys or students, depending on the need. Once I'm home for the night, I unwind by reading, and then hit the hay.

### **My Favorite Book:**

*Andrew Wyeth: A Secret Life*



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## Michael Schlein

President & CEO, ACCION

Michael Schlein is the President and CEO of Accion, a global nonprofit dedicated to building a financially inclusive world. A world pioneer in microfinance, Accion has helped build 63 microfinance institutions in 32 countries which currently reach millions of clients providing them with the financial tools that can help improve their lives. Today, Accion has operations and investments throughout much of Latin America, Africa, India, China and the Philippines.

In addition, Accion provides early and seed stage venture capital to new companies that promote disruptive innovation in financial services at the base of the pyramid. Also, Accion created and supports the Center for Financial Inclusion, an outward-focused think tank dedicated to tackling industry-wide challenges. For example, the Smart Campaign is the first global consumer protection campaign focused on those living in poverty.

Mr. Schlein brings nearly 30 years of extensive international banking, management and public service experience to his role as President and CEO of Accion. As President of Citigroup's International Franchise Management, Mr. Schlein managed the bank's network of 100 Chief Country Officers. Before that, he ran communications, philanthropy, government relations, branding and human resources for Citigroup. He served as Chief of Staff at the US Securities and Exchange Commission in the Clinton Administration and in New York's City Hall in the Dinkins and Koch Administrations. He began his career in investment banking.

In 2014, New York City Mayor Bill de Blasio appointed Mr. Schlein to serve as the Chairman of the NYC Economic Development Corporation, which encourages economic growth throughout New York's five boroughs and facilitates investments that build capacity, generate prosperity, and catalyze the economic vibrancy of city life as a whole.

Mr. Schlein has graduate and undergraduate degrees from the Massachusetts Institute of Technology where he graduated Phi Beta Kappa.

<http://www.accion.org>

### **My Typical Day:**

The job involves a great deal of travel and several conference calls every day. We have offices from Boston to Beijing, so there's likely going to be two to three continents represented on every phone call. We're a nimble organization, and to stay that way we need to involve people on the ground with local input to make decisions quickly.

Otherwise, apart from day-to-day management issues, I try to interact regularly with the Board of Directors, donors, and my senior staff. I also try to participate regularly in speaking opportunities where I can discuss Accion's impact.

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I balance all of that with raising a family with my wife, Jordan.

## My Favorite Books:

- *Scarcity: Why Having Too Little Means So Much* by Sendhil Mullainathan and Eldar Shafir. This book is filled with stunning insights into the tunnel vision that narrows the scope of anyone's thinking when they face scarcity.
- *The Party: The Secret World of China's Communist Rulers* by Richard McGregor. This book reveals something that we know next to nothing about: how China's ruling community government works. With so much of our daily lives tied up with China's economic rise, this book was a real eye-opener for me.
- *Portfolios of the Poor: How the World's Poor Live on \$2 a Day* by Daryl Collins et al. This is a seminal contribution to the field of financial inclusion. It is an in-depth portrait of the complex financial lives of the poor. It's a must read for anyone who cares about financial services for the poor.

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## Jennifer Hyman /Jenny Fleiss

**Jennifer Hyman:**

CEO & Co-Founder , Rent the Runway

**Jenny Fleiss :**

Co-Founder, Rent the Runway (CEO & Co-Founder, Jetblack)

### Jenny Fleiss

Jennifer (Jenny) Fleiss, President, is an entrepreneur at heart. She started her career at Morgan Stanley in the Strategic Planning Group crafting long-term company strategy. She then moved on to Lehman Brothers' Asset Management Group where she was responsible for analyzing business growth opportunities through acquisitions, international expansion, and new product strategies. A natural leader, Jenny founded an essay-editing and coaching service for college applicants, and built the company into an online tutoring service.

In 2007, Jenny began at Harvard Business School where she met fellow co-founder and friend, Jennifer (Jenn) Hyman. As sectionmates, the two women would meet frequently to discuss entrepreneurial ideas, one of which was Rent the Runway. Designed to solve the common "closet full of clothes but nothing to wear" problem, Jenn and Jenny launched Rent the Runway in November 2009.

Now a year into business, Rent the Runway has quickly grown to acquire 600,000 members and has signed on 120 top designer brands. With an inventory of over 15,000 dresses and 4,000 accessories, and entry into new categories such as handbags and undergarment essentials (available for sale), Rent the Runway has become the one-stop shop for life's special occasions.

Jenny received her Bachelor of Arts from Yale University in 2005 graduating Cum Laude, and her Master's of Business Administration from Harvard Business School in 2009.

### My Typical Day:

**JF:** I am an avid runner so I try to go to the gym before going into the office. Once I get to the office there is normally a team meeting. My mornings consist of brainstorming sessions and discussions about continually improving our processes. My afternoons are normally filled with answering emails and more meetings. We are currently expanding our team so I'm currently meeting with a lot of potential candidates for various roles across the business.

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## Jennifer Hyman

Jennifer Hyman has been the Chief Executive Officer of Rent the Runway since the company's inception in November 2009. She is responsible for all areas of the business including technology, fashion, sales, marketing, operations, customer service, and team management, while also serving as the company spokesperson.

Jennifer co-founded Rent the Runway with her Harvard Business School classmate Jennifer Fleiss. After receiving approximately \$15 million from Bain Capital Ventures and Highland Capital, they have quickly built the company to include a 900,000 membership base with 45 employees. Rent the Runway is a members-only online fashion community that builds customer loyalty for designer brands by enabling women to rent dresses and accessories for all the special occasions in their lives. As the "Netflix for fashion," Rent the Runway encourages women to experiment with new designer brands and trends.

Rent the Runway was named as one of Time Magazine's "50 Best Websites of 2010," Fast Company's "10 Most Innovative Fashion Companies of the Year" and Newsweek's "21 Best Ways to Save in 2011." Additionally, Jennifer and her co-founder were named as Inc. Magazine's "Top 30 Under 30," Fast Company's "Most Influential Women in Technology," and Fashion Group International's "Rising Stars."

Prior to Rent the Runway, Jennifer was the Director of Business Development at IMG where she focused on the creation of new media businesses for IMG's Fashion Division. She also ran an online advertising sales team at WeddingChannel.com and was an in-house entrepreneur at Starwood Hotels, creating Starwood's first wedding business which was recognized on the Oprah Winfrey Show for its innovation.

Jennifer received her BA from Harvard University and MBA from Harvard Business School. She currently resides in New York City where she enjoys the entrepreneurial lifestyle, neighborhood restaurants, and socializing with her friends and family.

### My Typical Day:

**JF:** I manage my time with lists. I have a to do list for each day, and an agenda for every meeting I attend. I also update my calendar constantly on my laptop and have it synced with my blackberry.

### MY Favorite Books:

[Delivering Happiness](#) - which is the story of Zappos success and [Getting to Plan B](#)

# Beyond Success Online Interviews

## Dan Schwabel

NYT Bestselling Author, Forbes & Inc. 30 under 30, Fortune 500 Consultant, Serial Entrepreneur

Dan Schawbel, recognized as a “personal branding guru” by The New York Times, is the Managing Partner of Millennial Branding, LLC, and the author of the #1 international bestselling book, *Me 2.0: 4 Steps to Building Your Future* (Kaplan, October 2010). Dan is the founder of the Personal Branding Blog, the publisher of Personal Branding Magazine, the youngest columnist at BusinessWeek, and has been featured in over 350 media outlets, such as The New York Times and ELLE Magazine. He’s spoken at Google, Harvard Business School, MIT, Time Warner, IBM, and CitiGroup. Dan was named to the Inc. Magazine 30 Under 30 List in 2010, and BusinessWeek cites him as someone entrepreneurs should follow on Twitter (@DanSchawbel).

Millennial Branding, LLC is a leading personal branding company, focused on delivering online branding strategies for both personal and corporate brands, in order to help them stand out in the marketplace and achieve their goals.

### My Typical Day:

I don’t really have a schedule to be honest. The only thing that has been consistent from day one has been me reviewing hundreds of RSS feeds every morning, bookmarking the important articles, and sharing them throughout my network. Everything else is in constant flux. For instance, I could be managing my team, working on my next book, getting ready for an event, and so on.

### My Favorite Books:

- *“Linchpin” by Seth Godin*
- *Marcus Buckingham’s book “Now, Discover Your Strengths”*
- *“The Seven Habits of Highly Effective People”*

# Beyond Success Online Interviews

## Diane Danielson

### Chief Operating Officer, SVN International Corp

Diane Danielson is the COO of SVN International Corporation, a commercial real estate franchisor of the SVN® brand. The SVN organization is comprised of over 1,600 Advisors and staff in more offices in the United States than any other commercial real estate firm and continues to expand across the globe. Geographic coverage and amplified outreach to traditional, cross-market, and emerging buyers and tenants is the only way to achieve maximum value for our clients. This is why we proactively promote properties and share fees with the entire industry. This is our unique Shared Value Network® and just one of the many ways that SVN Advisors create amazing value with our clients, colleagues and communities.

In 2016 and 2017 we were named the 6th most recognized commercial real estate brand by the Lipsey Company.

With headquarters in Boston, MA, the franchise network provides sales, leasing, tenant representation, corporate real estate services and property management services. SVN advisors represent clients in billions of dollars annually in auction, distressed assets, golf and resorts, hospitality, industrial, institutional capital markets, land and development, medical office, multifamily, office, restaurant, retail self storage, single family rental portfolios and single tenant investments.

\*All SVN offices are independently owned and operated.

\*\*SVN was formerly known as Sperry Van Ness International Corp.

### My Typical Day:

- 6:30 a.m. – wake up and read NYTimes and HuffPo on my iphone and check to see if any emails need immediate answers (generally these involve my son's busy sports schedule/social life).
- 7:00 a.m. – get son up/fed/off to school
- 8:00 a.m. – run with dog
- 9:00-6:00 pm depending on the day, either work on Downtown Women's Club stuff (2-3 days per week) or for Convengine (a social media consulting company I've partnered with to provide social media consulting for businesses needing a social media "jumpstart"). A few days per week I stop at 3:00 pm to be with my son if he's home with me.
- 6:00-9:00 pm kids/dinner/homework/family time
- 9:00-12:00 pm – work

Of course if I have speaking engagements (several per month), this schedule is definitely thrown off.

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## My Favorite Books:

*Made to Stick by Chip and Dan Heath*

# Beyond Success Online Interviews

## Lewis Howes

NYT Bestselling Author | Top 100 Podcast in the World with the School of Greatness | Former Pro Athlete

I am a lifestyle entrepreneur that teaches small business owners, freelancers, and entrepreneurs how to make a full time living doing what they love.

Most of my students make 6 and 7 figures a year by applying basic online marketing principles to growing their business.

I started out playing professional football then transitioning into the business world.

Since then I've written a number of books, invest and advise in start ups, built a multi million dollar company and sold it for 7 figures... and much more.

The School of Greatness podcast reaches 3 million people monthly and frequents the top 100 on iTunes each month.

I interview the worlds influencers and leaders in innovation, business, social change, and stepping into your greatness.

Learn more at [lewishowes.com](http://lewishowes.com)

Listen to the podcast at <http://apple.co/1m8SaTf>

### My Typical Day:

Grind in the morning, hustle in the afternoon, take some time to workout and relax with friends in the evening, then back on the grind before bed.

### My Favorite Books:

- *Influence by Robert Cialdini*
- *4 hour Workweek by Tim Ferriss*



# Beyond Success Online Interviews

## Adam Witty

Founder & CEO at Advantage Media Group | ForbesBooks

Adam Witty is the Founder and Chief Executive Officer of Advantage Media Group (AMG), where he heads up strategic business development and growth opportunities for the company. AMG, began in the spare bedroom of Witty's home, and now has a roster of international authors. Started in 2005, AMG is a leader in book publishing, book marketing and online learning.

Witty helps authors grow their credibility, influence and business by supporting them with the tools to write, publish, market and sell their book.

He is an in-demand speaker, teacher and consultant on marketing and business development techniques for entrepreneurs and authors, and is a frequent guest on the acclaimed Extreme Entrepreneurship Tour.

Witty has been featured in The Wall Street Journal, Investors Business Daily, Young Money Magazine, on ABC and Fox and was selected as one of INC. Magazine 30 Under 30 for "America's coolest young entrepreneurs" in 2011.

He is the author of "21 Ways to Build Your Business with a Book", "21 Ways to Build Your Business with a Magazine" and co-author of "How To Build Your Dental Practice With a Book", "How to Build Your Law Practice with a Book" and "Click: The Ultimate Guide to Internet Marketing for Authors" and "The Book Itch".

Witty serves on the Board of Directors of Banco MicroCapital, a Peruvian based micro finance organization, and Youth Entrepreneurship South Carolina (YEScarolina). He is also a member of the Council on Small Business for the US Chamber of Commerce. Witty is a proud alumnus of Clemson University and happy to call Charleston, South Carolina home.

<http://advantagefamily.com/>

### **My Typical Day:**

Every day is a bit different, but I will admit that I have found success at most things I do by creating repeatable patterns, habits, and routines. The same has been true for me in business.

# Beyond Success Online Interviews

As our company has grown to now 22 team members, I would say that I spend the majority of my time working with my colleagues, rather than directly doing things. I am motivating, coaching, advising, giving feedback, asking for feedback, and overall serving as a sounding board. I also spend a lot of time working with our marketing and sales teams, and try to constantly interact and check-in with our clients. Even though I am not central to the process, it is enlightening to check in on clients and see how they are doing, what they are thinking, etc. I probably travel 1-2 weeks per month, speaking at conferences and events, many of which Advantage is a sponsor.

## **My Favorite Books :**

- *“American Icon: Alan Mulally and the Fight to Save Ford Motor Company.” The book details Mulally’s Business Plan Review, an incredible way to manage a business.*
- *“Mastering The Rockefeller Habits” by Verne Harnish. So many to-do’s for quick growing businesses.*
- *“The Discipline of Market Leaders,” this book will help you decide what your company really is, and what it should be.*

# Beyond Success Online Interviews

## Jennifer Walsh

### Wellness Columnist – Good Housekeeping Magazine at Hearst Magazines

Jennifer Walsh has been a true pioneer in the beauty business. Her role within the industry began more than 15 years ago and has involved everything from being a celebrity make-up artist, a freelance beauty writer, a book contributor, producer of photo-shoots, a guest speaker, a veteran TV beauty expert, the founder and creator of what became a chain of beauty boutiques, the CEO of her own beauty company, and most of all her experience has made her a well respected beauty and skin care expert.

Jennifer Walsh has been noted as being the Queen of Beauty TV for her reoccurring presence on air as a beauty expert longer than anyone else in the country. Jennifer can be seen on TV 8-12 times a month across the country and has been doing so since 1998. She is the only TV personality that showcases and talks about the beauty and skin care industry, most others are lifestyle experts.

What makes Jennifer TRULY unique is her sheer knowledge of the industry, her longevity on TV as an expert, and her relationships with so many beauty brands. As the founder and creator of a chain of beauty boutiques, Jennifer was trained by more than 100 + brands and then had to educate and train her staff and her customers. She understood what it took to run a successful multi chain business. She was featured in a 30 day video diary and blog on Entrepreneur Magazine's website in 2007.

Over the years, she has learned her craft through hands on experience. She has traveled around the globe to learn and experience the beauty business first hand. She has formed close alliances with some of the most sought after brands as well as getting to know the new kids on the block. This close rapport with industry insiders made Ms. Walsh not only a sought after retail partner, but also a strong media insider as well. She has been featured in countless magazines across the country throughout the years.

Since the late 1990's, Jennifer has been on TV showcasing products, their ingredients, and telling the brands stories to her viewers. As an on-air TV expert nationally in the beauty industry for over a decade on ABC, CBS, NBC, Fox, Better TV, Daytime TV, etc., she is known as the one to go to educate others on their brand. As a long time make-up artist, Jennifer has had the pleasure of working with celebrities such as Jessica Simpson, Mandy Moore, John Travolta, top models, top athletes and others. Jennifer has also been an accomplished freelance writer for over a decade for books, magazines, and blogs.

Jennifer is also a small business expert on Fox Business News and Fox News. She is often asked to discuss branding, retailing and to lend her advice on what others can do to achieve success within their businesses.

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Jennifer likes to be involved in all aspects of her business and the beauty industry in general. Motivated by her love of skin care products and make-up, Walsh made it her mission to learn all that she could about the industry and share that knowledge with people she met throughout the country. She continues to work closely with skin care and cosmetic companies on TV, on advertising campaigns, market research, trend forecasting, and PR. She even works with international governmental agencies on harvesting and selling their natural resources and conducting long term case studies for these agencies.

Ms Walsh's story is one of true perseverance and passion for what she does; she is an educator and a true pioneer within her field and continues to be a serial entrepreneur in the beauty arena.

Jennifer Walsh has been a true pioneer in the beauty business. Behind the Brand Media is a business advisory firm offering services including brand positioning and retail expansion.

## **My Typical Day:**

There certainly is no typical day. I consult for many different brands (all beauty) and each client's needs are different. A day usually consists of a long early walk in Central Park with my dog, then off to do a TV segment. Then I meet with my producers at different TV stations to work on upcoming shows. I meet with brands to work on projects that I am doing with them. My work day could be anywhere from 10-16 hours. At night there are usually beauty launch events I go to or work dinners with clients. I usually get up at 5:30 am and go to bed at midnight.

## **My Favorite Books:**

- *The Art of The Woo: Using Strategic Persuasion To Sell Your Ideas* by G. Richard Shell
- *Words That Work: It's Not What You Say, It's What People Hear* by Frank Lutz

# Beyond Success Online Interviews

## Gerald Chertavian

### CEO at Year Up

Gerald Chertavian is dedicated to closing the Opportunity Divide that exists in our nation. Determined to make his vision a reality, Gerald combined his entrepreneurial skills and his passion for working with urban young adults to found Year Up in 2000.

An intensive one-year training and education program that serves low income youth ages 18-24, Year Up provides the technical, professional and communication skills needed to empower urban young adults to make successful transitions to careers and higher education. With its annual operating budget exceeding \$50M, Year Up is one of the fastest growing non-profits in the nation. It has been recognized by Fast Company and The Monitor Group as one of the top 25 organizations using business excellence to engineer social change. Year Up has also been named one of the nation's top 50 non-profits to work for by the Non-Profit Times.

Gerald's commitment to working with urban youth spans more than 25 years. He has actively participated in the Big Brother mentoring program since 1985 and was recognized as one of New York's outstanding Big Brothers in 1989. He is the recipient of the 2003 Social Entrepreneurship Award by the Manhattan Institute and the 2005 Freedom House Archie R. Williams, Jr. Technology Award. In 2006, Gerald was elected as a Fellow with the Ashoka Global Fellowship of social entrepreneurs, and in 2008, he was appointed by Massachusetts' Governor Deval Patrick to serve on the MA State Board of Elementary and Secondary Education.

Gerald began his career on Wall Street as an officer of the Chemical Banking Corporation. Following graduate school he co-founded Conduit Communications and fostered its growth to more than \$20M in annual revenues and more than 130 employees in London, Amsterdam, New York and Boston. From 1993 to 1998, Conduit ranked as one of the UK's fastest growing companies. Following the sale of Conduit to i-Cube in 1999, Gerald turned his full attention to opportunities for others.

Gerald earned a B.A. in Economics, Phi Beta Kappa, summa cum laude, from Bowdoin College and an M.B.A., with honors, from Harvard Business School. He has received honorary doctorates from the Massachusetts School of Professional Psychology and Mount Ida College. He is on the Board of Advisors for the Harvard Business School Social Enterprise Initiative, a former Board member of The Boston Foundation and an Emeritus Trustee of Bowdoin College. His 2012 book, A Year Up, was a New York Times best seller.

More information about Gerald Chertavian can be found here:

<http://www.yearup.org>

# Beyond Success Online Interviews

## My Typical Day:

I spend about 60% of my time working with external stakeholders and/or visiting with Year Up sites around the country. I spend a lot of time building relationships with corporate executives, philanthropists, and public officials who are interested to get involved with our mission. The balance of my time is spent with our national staff and Board members, helping to guide the organization forward and realize our strategic plan. If I am on the road, I might meet with four or five different individuals throughout the day, starting with breakfast and finishing around 5pm, and I try to squeeze internal calls in between while leaving me enough time to get some work done. If I am on the East Coast, I usually try to get back to Boston that evening to see my family. It takes a fair bit of coordination, although I am fortunate to have a great team that helps to make my days smooth.

## My Favorite Books :

- I'm a self-help guy so *The 7 Habits of Highly Successful People* is something I recommend to a lot of young professionals.
- For parents, I absolutely love the book *Children Are From Heaven*, and have probably given it to 50 people already.
- If you are trying to manage a company, I think *Daniel Pink's book, Drive*, is very thought provoking.

# Beyond Success Online Interviews

## Hilary Decesare

Co-Founder Life/ Relaunch Love | Executive Life Coach | Experienced Tech Exec | Philanthropist

Co-founder of Everloop.com, Hilary DeCesare is an award-winning entrepreneur, experienced in all aspects of launching and growing a business and is a digital parenting expert. Hilary developed the Everloop platform to give kids under 13 a safe, online homebase to connect with friends, play games, share pictures and music, discover new talents and learn using the most powerful online privacy protection and technologies available. A digital parenting expert and technology leader, Hilary was invited to The White House Conference on Bullying Prevention and is a frequent contributor on major news outlets. She has been a chapter director for Tweenangels, a division of WiredSafety that educates and empowers kids regarding Internet safety. She was recognized as one of AlwaysOn's "Top 25 Women in Tech to Watch" in both 2010 and 2011 and was honored with the prestigious 2010 DEMOgod Award. Previously, Hilary co-founded White Space Ink, a management-consulting firm that specialized in technology start-ups. She also worked at Oracle Corporation, a multinational technology company, where she garnered more than 100 worldwide managerial sales awards. Hilary is a mother of twin boy and girl teens and a tween. She is on the board of directors for the Max Cure Foundation, dedicated to finding medical cures that save children's lives. Hilary is graduated from the University of Colorado, Boulder, with a B.A. in Psychology.

### My Typical Day:

Seeing as I am not only an entrepreneur but also a "mom-eneur," my days are a little bit longer than one might expect. I typically work from about 4 a.m. to 6:30 a.m. doing business and then at 6:30 I switch hats and put my mom hat on until my kids leave the door at 7:30. The rest of the day is incredibly fast-paced until I come home to have dinner with my kids around 7 p.m. and then work another couple of hours once they are asleep. My schedule is nonstop. Once you put my kid's schedules with mine, some would call it chaos... but I call it love.

### My Favorite Books:

- *Of course being heavily into technology I enjoyed reading Walter Isaacson's biography on Steve Jobs.*
- *Another would be Guy Kawasaki's most recent book, Enchantment: The Art of Changing Hearts, Minds, and Actions.*
- *And the third one is Blue Ocean by Kim and Mauborgne*

# Beyond Success Online Interviews

## Jennifer Gilbert

### Founder and Chief Visionary Officer of Save The Date

Jennifer Gilbert's name and that of Save the Date® commands instant recognition and immediate respect and is seen as the expert on all aspects of event planning. After only five years in business, Jennifer was awarded "Entrepreneur of the Year" in 1998, and has consistently been on "Working Woman Magazine's Top 500 List." She is often quoted for her expert advice on everything from meeting planning to wedding advice in national publications from The Wall Street Journal and Business Week to Cosmopolitan and InStyle Weddings. She is an authority in her field and will continue to not only set the standard in the event planning industry, but raise it as well.

[www.savethedate.com](http://www.savethedate.com)

### My Typical Day:

That is very true, every day looks different but there are a few constants. I always take my 3 kids to school, everyday. We wake up together, have breakfast and try to get out the door by 7:45 a.m. (sometimes we are a bit tardy) to get them to school by 8 a.m.. Then, my work day starts. On any given day I am meeting with clients, pitching new business, writing for Bed Bath & Beyond (as I am their bridal expert), doing a walk through with vendors for an upcoming event or prepping for a speech, which I am currently doing. Then I go home around 5:30, I have dinner with my kids (they eat, I sit), bathe them, read to them and tuck them in. By around 8 pm, I'm out again, with clients, husband, friends or at an event....then always back on my computer to check emails and make sure 'nothing is on fire'.

### My Favorite Books:

- *Anything by Jane Austen*
- *This is where I leave you by Jonathan Trooper (I laughed so hard I nearly peed)*
- *Little Bee touching, beautiful and thought provoking*
- *Atlas Shrugged, A prayer for Owen Meany (I was in 3 book clubs at the same time, I'm an avid reader).*



# Beyond Success Online Interviews

## Stephanie Burns Robertozzi

Contributor to Women @ Forbes | Founder of Chic CEO | Speaker

Stephanie Burns, a mid-westerner at heart, is the founder and co-owner of Chic CEO. With a background in brand building, media buying and entrepreneurship, Burns has wide experience with an eclectic portfolio of industries. While pursuing her MBA, Stephanie decided to launch a web resource any woman could use and understand without obtaining her business degree. As CEO, her vision for Chic CEO is to become a nationally recognized brand and reliable resource for female entrepreneurs. Originally from Nebraska, Stephanie has been in San Diego for 10 years, enjoys being active and spending time with loved ones.

### My Typical Day:

I wake up around 5:30 or 6am usually and I lay in bed and read. I love to read business books, but I try and take this time to read things that are fun and interesting – mostly fiction. I get up around 8am watch the news as I get ready and get to the office around 9am. I work until around 4:30 or 5pm and head home. If I don't have a networking event that evening, I make myself dinner and continue working until around 10pm when I go to bed. Along the way I fit in my puppy and yoga.

### My Favorite Books :

- *E-Myth Revisited by Michael Gerber:*  
*It's a great framework for you and your business. We tend to try and be all things to all people and this book helps you see what you are best at and where you might need help.*
- *But Are You Making Any Money? by Marley Majcher:*  
*a great coding system on tracking your expenses as well as how to price your products and services. Lots of golden nuggets in this book.*
- *The Mary Kay Way: Timeless Principles from America's Greatest Woman Entrepreneur by Mary Kay Ash :*  
*the queen of all female entrepreneurs, it's filled with a lot of information that is still applicable today.*

# Beyond Success Online Interviews

## Dr. Ruchi Dass

Healthcare Futurist | Keynote Speaker | Serial Entrepreneur | Digital Health Expert | Artificial Intelligence

More on [www.drruchidass.com](http://www.drruchidass.com).

14+ years of Strategic Consulting experience in digital health (Mobile Health, Health Informatics, Blockchain, IoT).

Consulted with the Big 4 and Fortune 50 Healthcare companies. Engaged with VCs and PE firms for advisory related to due diligence, impact assessment, and investment decision making in seed and early-stage health tech companies.

### My Typical Day:

- 6:30 AM- Suryanamaskar and Yoga
- 7:30 AM- Get ready for work. My husband is really understanding and helpful. I finish almost half a days job in minutes with his support.
- 8:30 AM- Reach work and start early morning meetings. I manage 3 time zones.
- 6:30 PM- In My Car- “Bahadur” my chauffeur takes good care of the bumps on Indian roads while I update my blog and twitter with thoughts and ideas learnt and exchanged with my peer group.
- 7:30 PM- Cook dinner for my Family, Out on stroll around 9 PM
- 10 PM – Read My Favorite “Panchatantra Stories” with a glass of Cold Milk and Honey. In  
Deep Sleep by 11 PM

PS: Blackberry keeps on buzzing, My Alarm clock ticks at night and I could hear the Tyre rub on the busy road outside. But I am already asleep!

### My Favorite Books:

- *Go Kiss the World- Author- Subroto Bagchi-*  
You will learn that professional success is not an elusive feat. If you have larger than life aspirations, this book is a must read”.
- *Engaging Leadership- Author- Chris Parker-*Gifted to me by a very dear friend, this book is very good read. It talks about how to engage large number of people to bring about radical change amongst a wide population whilst minimizing time wasted in politics, anxiety, negative stories and other internal battles. It is exceptionally well documented and based on some of the latest discoveries and thinking in strategic marketing, leadership, neurology and psychology.

# Beyond Success Online Interviews

## Joel Butterly

Co-Founder & CEO, InGeniusPrep

Joel is a graduate of Dartmouth College and Yale Law School, and the co-founder, CEO of InGenius Prep (www.InGeniusPrep.com). In five years, he and his team bootstrapped the company to a team of nearly 150 full-time employees, 300 part-time employees, and nine offices around the world (US, China, Korea, Canada). His passion is helping other students attain their goals in higher education.

### My Typical Day:

Work starts around 9AM after I drop off my son at school.

I usually work from home or my local office in Brooklyn, NY but am occasionally at our headquarters in New Haven, CT and spend a few weeks each year in China or elsewhere for business.

I work until about 7PM, have an hour with my family, put the kids to bed, and then am back on at 8PM until about, depending on the night, 1AM, 2AM or 3AM, working with students who seek [admissions counseling](#) and members of the InGenius Prep team around the world.

### My Favorite Books:

- *The 7 Habits of Highly Effective People. It isn't just helpful for business – it is helpful for life.*
- *The Book of Psalms. If you don't pray yet, you will start when you start a business.*

# Beyond Success Online Interviews

## My Typical Day:

You are correct—there is no “typical” day that I could define. Currently, I help to design and develop instructional material for United States Department of Defense (DoD) Defense Language Institute Foreign Language Center (DLIFLC) and AAC training courses promoting linguistic and intercultural competencies. To date we have worked on Arabic, Chinese, French, Korean, Japanese, Indonesian, Hindi, Russian, Vietnamese, and Farsi (Persian) cultures and languages. Every day my tasks are multifaceted and complex. For example, typically we try to come up with original concepts and activities that will benefit the Foreign Area Officer programs. Daily there is a need, in some capacity, to mobilize critical resources to resolve issues. Key areas focus around curriculum development, increasing global awareness, intercultural communication, instructional design, managing interdepartmental relations, creating program evaluations, scheduling, strategic planning, and exploring web-based training. At times, I also analyze, develop, implement, and evaluate instructional systems, distance education, and professional development strategies, initiatives, policies, plans, procedures and evaluations. For a great deal of time I need to work with linguists / subject-matter-experts from numerous cultures. This keeps me pretty busy.

## My Favorite Books :

- *All books written by Cali Ressler and Jody Thompson. Both of these women are the founders of CultureRx and creators of the Results-Only Work Environment (ROWE).*
- Drive, by Daniel Pink. Pink believes:  
*When it comes to motivation, there's a gap between what science knows and what business does. Our current business operating system—which is built around external, carrot-and-stick motivators—doesn't work and often does harm. We need an upgrade. And the science shows the way. This new approach has three essential elements:*
  1. Autonomy—the desire to direct our own lives.
  2. Mastery—the urge to get better and better at something that matters.
  3. Purpose—the yearning to do what we do in the service of something larger than ourselves.
- *The Unbearable Lightness of Being, Milan Kundera, is a 1984 postmodern novel about two women, two men, a dog and their lives in the Prague Spring period of Czechoslovak history in 1968. As I lived in Poland before the Berlin Wall fell, I feel that the book (and also the movie) best portrays what life was like in Soviet controlled Eastern Europe. The Berlin Wall was a scar on the face of the planet. Something we should all not forget.*

# Beyond Success Online Interviews

## Dr. David Hanscom

### Orthopedic Spinal Deformity Surgeon |

Dr. David Hanscom is a board certified orthopedic surgeon specializing in the surgical correction complex spine problems in the cervical, thoracic, and lumbar spine. He has expertise in adult and pediatric spinal deformities such as scoliosis and kyphosis. A significant part of his practice is devoted to performing surgery on patients who have had multiple prior spine surgeries.

His medical degree is from Loma Linda University in 1979. His spinal deformity fellowship was completed in Minneapolis, MN at Twin Cities Scoliosis Center in 1986. He has been performing complex spinal surgery since 1986.

Around 2001, he began to share his own stress management tools with his patients that were in pain but had no indications for surgery. He also had spent most of his career with rehabilitation physicians learning non-operative care. By 2006, a structured spine treatment protocol evolved. It was named the DOCC project (Defined Organized Comprehensive Care). He has published a book, *Back in Control: A Spine Surgeon's Roadmap Out of Chronic Pain* that is the basis of the structured spine care program.

He is the founder of the Puget Sound Spine Interest group, which was formed in 1987. It is a non-profit educational group, which provides a regional forum for physicians from multiple specialties to share ideas regarding optimum spine care.

Awake at the Wound is a process, which brings athletic performance principles into the operating room. The emphasis is consistency of performance. He co-founded the program with his golf-instructor, David Elaimy, in 2006. Burnout is an issue that does adversely affect physician performance in and out of the OR. Teaching strategies to prevent and deal with it is a significant part of this effort.

[www.backincontrol.com](http://www.backincontrol.com)

### My Typical Day:

- Tuesday is my clinic day. I wake up at 5:00 and I am in the gym by 6:00 for a one-hour workout with my trainer and three other guys.
- 7:30 – 8:15am – rounds/ breakfast
- 8:15 to 8:45am – meeting with my team
- 8:45 to 12:30pm – clinic
- 1:30 to 5:00pm – clinic
- 5:00 to 6:00pm – case presentation conference with the spine fellows and residents
- 6:00 to 9:00pm – paperwork/ meetings/ project work

# Beyond Success Online Interviews

## My Favorite Books:

- *Antifragile*
- *The Swerve*
- *Man's Search for Meaning*

# Beyond Success Online Interviews

## Christine Hueber

**#1 LinkedIn All -Time Expert | Coach**

Christine Hueber has become regarded as the voice for business owner, entrepreneur marketing and social media marketing. As founder and CEO of ChristineHueber.com, she has created a dynamic boutique enterprise that is devoted to empowering business owners and entrepreneurs around the world. It currently has over 20,000 members in her online and offline programs.

### My Typical Day:

My days vary a lot, but this is what I strive for:

- I usually start work at 5 by thinking and focusing on projects/writing that will take me where I want to go for the first three to four hours of my day.
- The next three to four hours, I focus on my business and work with clients.
- I break for lunch and personal activities from noon to 1PM.
- I focus on my business/marketing for the following three to four hours.
- Depending on the time of year, I go walking for thirty minutes or running for an hour at some point during the day.
- I try to end the day with a good book.

### My Favorite Books:

- *The Four Hour Work Week by Timothy Ferris for the effective perspective on work and life.*
- *The 80/20 Principle by Richard Koch for how simple it makes being effective in work and life.*

# Beyond Success Online Interviews

## Amy Cospers

### Former Editor In Chief, Entrepreneur Magazine

Amy Cospers is former vice president and editor-in-chief of Entrepreneur Media Inc. Previously, she served as WiesnerMedia's entrepreneur in residence, where she sought out and evaluated new business plans, ventures and partnerships to assist in diversifying the company's portfolio. Cospers first entered the entrepreneurial trenches with her own media consulting business. Her journalism roots, however, began in the tech world, as a reporter on assignment in several countries across the globe, from Israel to France to Brazil. Cospers later became publisher and editor-in-chief for Satellite Broadband magazine at Primedia, and then went on to redesign and direct five ASBPE award-winning financial magazines at WiesnerMedia.

#### My Typical Day:

Wow. I don't really have a typical day. I work from home so, I'm working by about 6:30 am. I hit the gym even during deadline weeks. It clears my head. I spend a lot of time on the phone with writers, editors, and business owners. There are plenty of strategy meetings. I'm active on social media. There really isn't a typical day. It fluctuates.

#### My Favorite Books:

- *Innovator's Dilemma* by Clayton Christensen (best business book ever)
- *Freakonomics* by Steven Levitt & Stephen Dubner (because it 's fascinating)
- *Good to Great* by Jim Collins (because who doesn't want to be great?)



# Beyond Success Online Interviews

## Claire Fenner

Founder, CEO Heels & Deals

I consider myself a very fortunate woman. Every day I'm surrounded by amazing women and I love it!

That's because I'm on a mission! I want to help women build, grow and lead amazing businesses and careers...not just for them, their families and loved-ones, but for the benefit of our communities and local economies. I wholeheartedly firmly believe the world will be a better place if more women contribute more to our societies and economies through entrepreneurship and business.

At Heels & Deals we help women start-up and grow their businesses and their careers through our community which has provided connections to inspiration, knowledge, contacts, support and resources since 2009. We're different to other women's organisations because we're both local (through our local networks) and global (through our social networking site).

### How did you first become involved in the non-profit sector ?

My friend Georgie Hearson and I first talked about launching a networking group for women entrepreneurs in October of 2008 as we had both launched our own businesses earlier in the year. As the economy became more challenging we both had to focus on keeping our businesses going. My business was a free magazine for parents called 'Easy Living - the Parents Guide to Dubai' and as advertising spending nose-dived I had to work harder and longer than ever before to generate advertising revenue while at the same time keeping overheads and expenses down. Georgie's business 'Jute Couture', a range of ethical and environmentally friendly fun Jute bags was also affected by the economic downturn as wholesale orders were cancelled with many retailers choosing to order on consignment basis instead of the preferred wholesale basis.

On one particular day in March 2009 I spoke to three clients, all female business owners who all said they were having a tough time due to the economic conditions and were fearful about what the future held for their business. When I told them they weren't alone in this fear they found a little comfort but I really felt they would be more empowered and confident if they shared their fears and celebrated their achievements with other like-minded women. So I called Georgie the same day and she felt exactly the same as me. It was time for us to step up and help make a difference.

After just 4 weeks, not very much sleep and a lot of caffeine later Heels & Deals launched. We'd originally expected about 30 to 40 women to turn up but when online registration hit 210 we were thankful for choosing a venue with plenty of space. On the night we were joined by 185 amazing entrepreneurial women!

# Beyond Success Online Interviews

Since then, the Heels & Deals community has grown from strength to strength. Today we have a membership of over 180 entrepreneurs from a wide variety of nationalities, ages and industries, and we have plans to grow globally. Women entrepreneurs can already network online on our social media website and we're launching events in Hong Kong the capital of entrepreneurship in Asia in the autumn.

# Beyond Success Online Interviews

## Polina Raygorodskaya

CEO, Co-Founder Wanderu

Co-founder and CEO of Wanderu.com: the leading ground travel search in North America, helping millions of people monthly find great deals on bus and train travel.

Founder and President of Polina Fashion LLC- Boutique fashion, beauty, luxury and travel PR Firm

### Featured in:

\*BusinessWeek Top 25 Entrepreneurs Under 25

\*Inc Magazine 30 Under 30

\*Fortune 10 Female CEOs to Watch

\*Forbes 30 Under 30

\*LegalZoom Hottest Young Entrepreneurs

\*FOX Business Happy Hour

\*FOX News

\*TEDxBayArea Global Women Entrepreneurs

\*Named Mass High Tech/Boston Business Journal 2013 Women to Watch

### My Typical Day

There are no typical days in fact working for yourself especially on a start up you often find yourself working from the moment you get up to the moment you get to sleep seven days a week. In the end it feels very rewarding when you see results coming out of all the hard work.

# Beyond Success Online Interviews

## My Favorite Books:

- *4 Hour Work Week by Timothy Ferriss*  
: Great tips to live the entrepreneurial lifestyle without letting work take over your life
- *Power of Now by Eckhart Tolle:*  
My favorite book of all time helps you live in the moment (not work related per se but great for many aspects of your life)
- *Tipping Point by Malcolm Gladwell:* Shows you the power of epidemics and word of mouth.

# Beyond Success Online Interviews

## Chrissie Lightfoot

CEO EntrepreneurLawyerLtd,, Legal Futurist, Lawyer, Author, Speaker, Visiting Fellow AI & Robots

Currently CEO EntrepreneurLawyer Ltd (EL) & CEO Robot Lawyer LISA (RLL)

### • 2018:

- Winner of the AI Leading Adviser Awards for Leading Sales and Legal Coach of the Year, UK (EL)
- Named in the ABA (American Bar Association's) Law Technology Resource Center's Women of Legal Tech 2018 list (EL)
- Written evidence to the House of Lords Select Committee on Artificial Intelligence: quoted in the AI Report, April 2018 (EL)
- Advisory Board Member at the Lifeboat Foundation (safeguarding humanity) (EL)
- Named in National Law Journal's Inaugural List of Legal AI Leaders (RLL)
- Finalist, highly commended, in The English Women's Awards for Online Business of the Year (RLL)

### • 2017:

- Winner of the AI Legal Awards for best legal professional coaching company (EL)
- Advisor to the board of The Telegraph's Digital Enterprise Network (EL)
- Selected by feedSpot as one of the Top 50 Entrepreneur Blogs on the web (EL)
- Finalist in the Enterprise Awards (RLL)

### • 2016:

- Honorary Visiting Fellow, University of Westminster, School of Law (AI & Robots in law)
- Named in the List of The 10 Best Legal Tech and Legal Innovation books of all time (Tomorrow's Naked Lawyer)

# Beyond Success Online Interviews

- **2015:**

- Named in List Of The World's Top Female Futurists

- LinkedIn's TOP list - No.1: The best-connected & most engaged woman in the legal sector (4th across all sectors)

- 2014 Advisor, Contributor & Thought Leader on the Technology Advisory Council (UK)

- 2013 International Top 100 Executive & Legal Professional of the Year

- 2012 Columnist/Writer - Global Legal Post | Thomson Reuters

- 2011 Top 10 Legal Tweeter (The Times)

- 2010 Entrepreneur Mentor at Law Without Walls (USA) & best-selling author

## My Typical Day:

Chrissie: I usually wake up early and get up at 04:30AM.

- 4:30AM – 07:00AM I work, generally on the following tasks: social media, social networking, emails, marketing, client work/ meetings prep.
- 07:00AM – 08:00AM I go for a run, followed by shower & coffee / breakfast.
- 09:00AM – 09:00PM, or until whenever necessary because I work across international time zones (clients, business and prospects stretching from New Zealand to USA) I work – meetings, clients, marketing, networking.
- 11:00PM/12:00PM Bedtime.

## My Favorite Books:

- *The Singularity Is Near: When Humans Transcend Biology* by Ray Kurzweil
- *The Rebel Rules: Daring to be Yourself in Business* by Chip Conley
- *Go Givers Sell More* by Burg & Mann

# Beyond Success Online Interviews

## Erika Taylor Montgomery

Founder/CEO Three Girls Media, Inc.

I am a PR and media pro with over 25 years of experience. I'm the Founder and CEO of Three Girls Media Inc., an award-winning public relations, content creation and social media management agency founded in the heart of Silicon Valley with a team in the Seattle area. I have personally placed over 5,000 stories in publications including the New York Times; Oprah; The Dr. Phil Show; The SF Chronicle and others.

Three Girls Media is a full -service agency and provides a wide variety of services to raise brand awareness and name recognition for companies nationwide.

For a complete overview of Three Girls' services, please visit our website at [www.ThreeGirlsMedia.com](http://www.ThreeGirlsMedia.com).

I'm proud to be the co-author of the bestselling book,"The Spirit of Silicon Valley - Journey's and Transformations Beyond Technology."I'm also in the process of writing the forthcoming book, "PR for Small Business - An Easy Do-it-Yourself Guide."

I was also the host of a weekly radio show, PUNCH! Media & Marketing Made Easy on 1220am KDOW, The Wall Street Business Network. The show reached the entire San Francisco Bay Area. For archives of the shows, visit [www.PUNCHMarketing.biz](http://www.PUNCHMarketing.biz).

### My Typical Day:

- 7-7:30am – Wake-up
- Hit the treadmill for 45 minutes
- Coffee!
- Check Email
- 9-9:30am – Daily phone meeting with Sr. Director of Publicity
- Calls and emails with clients and prospects
- Noon – Networking luncheon or lunch meeting with prospective clients or business power partner
- Back to the computer for client work in the afternoon
- Calls and emails with clients and prospects
- 6-6:30pm – End of workday – Family time

# Beyond Success Online Interviews

## Scott Morrison

Founder, 3x1, Founder at Leo's Lighthouse Foundation

Founder and Designer of 3x1, Paper Denim & Cloth, and Earnest Sewn /

Founder at Leo's Lighthouse ([www.leoslighthouse.org](http://www.leoslighthouse.org))

### Contact Info:

*Work* : [scott.morrison@3x1.us](mailto:scott.morrison@3x1.us) / [www.3x1denim.com](http://www.3x1denim.com)

*Philanthropy*: [scott@leoslighthouse.org](mailto:scott@leoslighthouse.org) / [www.leoslighthouse.org](http://www.leoslighthouse.org)

### My Typical Day:

I wake usually around 6:30 a.m., make breakfast and read emails and a couple of blogs. I walk to 3x1 everyday, which for me, begins around 8:45 a.m. With our factory, design studio, and retail store all in one space it can be both extremely productive and at other times, very distracting. In a given day, I'll be involved in everything from wholesale sales appointments to bespoke retail appointments, staff meetings, production meetings and the planning of production, down to the monitoring of retail sales and staff performance. If I'm lucky I grab a meal at my desk during lunch and try to head home before 8 p.m. It's exhausting but I am enjoying every minute.



# Beyond Success Online Interviews

## Carl Esposti

Founder, Publisher Crowdsourcing.org, CEO, Founder Crowdsourcing Crowdsourcing Asia Sdn Bhd

Crowdsourcing.org is the leading international website devoted to crowdsourcing and crowdfunding. Massolution is a research, advisory and implementation firm that specializes in crowdsourcing solutions for private, public and social enterprises.

### My Typical Day:

I can explain my day but I hope it's not typical for everyone. It's a seven day 70-80 hour week.

- 6:00am-7:00am to hit the first 100-200 emails that have arrived over night and to review the day's agenda. I stop to take my daughter to school.
- 8:30am – 5:30pm it's non-stop!
- After a couple of hours of homework and catching up on my daughters day, it's back to my office den until midnight. It's been like this for three years.
- On Saturdays, I work from 1pm through 8:00pm-9:00pm and manage to get about half of Sunday at my desk.

It's a lot of work but apart from getting tired, it's still somehow a breeze. The reward, success and excitement of seeing it work fuels you.

### My Favorite Books:

- *James Kiyosaki's Rich Dad Poor Dad*  
*which enticed me to resign from a secure partnership, not wanting to remain a slave to the corporation.*
- *Jeff Howes book Crowdsourcing to know that it was relevant and that it was going to be my direction.*
- *Here Comes Everyone by Clay Shirky*
- *The Wisdom of Crowds by James Surowiecki*
- *Shell Silverstein's books to my daughter and learned more about relationships from The Missing Piece Meets the Big O*
- *The Giving Tree which reminded me of the pleasures of unconditional giving.*

# Beyond Success Online Interviews

## Larry Elle, MSW

President of Professional Development Collaborative, Inc. and Success Associates Career Services

### What prompted you to launch Professional Development Collaborative (<http://pdcboston.org/>)?

Larry: I have been involved with career and job placement services for a number of years.

The Professional Development Collaborative (PDC) was created in 2004, during the “internet recession”, to help unemployed professionals gain the workplace skills they needed to land a job. I and several colleagues noticed that professionals received lots of job search advice but many were missing the key skills they needed to attract an employer’s interest. Often they couldn’t afford to take these key courses due to their low income and the extravagant cost of many courses. Our mission was thus born: to provide affordable professional development courses to speed people’s return to work.

When the Great Recession hit in 2008, we redoubled our efforts and we have been offering important professional development courses ever since, including such courses as Project Management, Lean-Six Sigma, Presentation Skills, Social Media Marketing, Grant Writing, etc...

### My Typical Day:

Larry: The PDC is a collaborative effort. My work as President is enlisting people to help and then coordinating their efforts. We’re small. We have three paid staff and scores of volunteers but it’s amazing how much work gets done. I oversee four main groups: Our Training Committee which selects courses, teachers and dates; Our Marketing Committee which makes sure the public (especially unemployed professionals) hear about our courses; Our Fundraising Committee which helps underwrite our educational programs keeping them affordable; and our Website Committee which maintains our link to the public ([www.pdcboston.org](http://www.pdcboston.org)). Keeping on top of the activities of all four groups takes considerable time and energy.

### My Favorite Books:

*Practicing Positive Psychology Coaching* by Robert Biswas-Diener;

*The Fall of the House of Dixie* by Bruce Levine;

*Thriving In the Workplace for Dummies* by multiple authors.