YOU HAVE STARTED NUMEROUS COMPANIES, I SEE YOU CREDITED THE LEMONADE STAND AS YOUR FIRST ENTREPRENEURIAL STEP, TELL ME WHAT YOU LEARNED THEN THAT STILL RESONATES WITH YOU TODAY? WHAT INITIALLY GAVE YOU THE ENTREPRENEURIAL BUG?

What gave me the entrepreneurial bug is wanting to own my own destiny, wanting to call my own shots and always having a fiercely independent spirit that was very determined. Determined to succeed, determined to do anything and everything that I put my mind to and that’s still me today.

The things that I learned in the lemonade stand that are still useful and valuable skills sets today is understanding your customer and knowing your market and being ready to adapt your product or service to the needs of that market in order to stay relevant and to show your customers that not only do you listen to them but that you care about them, and in an attempt to drive brand loyalty.

MY DAD IS A SUCCESSFUL BUSINESSMAN AND MANY PEOPLE THINK THAT BECAUSE OF THAT I HAVE HAD IT EASY, I RECOGNIZE I HAVE HAD MORE OPPORTUNITIES THAN MOST, BUT I STILL WORK HARD, TO PROVE MYSELF, HAVE YOU FOUND YOURSELF IN THE SAME CIRCUMSTANCE?

I think everyone has to prove themselves in business in different ways and respects depending on what the industry is, where they’re coming from and what other affiliations or assumptions people may assume there to be, but I think that that is a part of life in general. I think it’s a part of adulthood, learning how to differentiate yourself from everyone else, learning how to play up your skill set but most importantly, learning how to very quickly and undeniably add value.

WHO ARE YOUR BIGGEST SUPPORTERS AND HOW HAVE THEY HELPED SHAPE WHO YOU ARE?

My biggest supporters are my tribe, my tribe of girlfrends, colleagues, everyone who unconditionally has my back and who has proven to unconditionally have my back throughout my career or what it is I am going through and encountering.

There is a core group of twenty-five women that are always there for me no questions asked, that always tell me the truth, that are so personally invested in my success and I am so personally invested in their success because it doesn’t really matter who gets what or who gets to where first or faster, it’s all about the fact that if I get there first or you get there first, that gives us each the ability to pull the other one ahead, that gives us the ability to accelerate our chances of success independently and collectively.

I really credit my boyfriend and I really credit my children. My children are a huge source of my inspiration. Of course I love them immensely, but they keep pushing me every single day. I could very easily retire to be quite honest, right now if I wanted and if I didn’t have two kids. The growing cost of life certainly keeps me coming back for more, and more and more.

WHAT IS THE BEST ADVICE YOU’VE EVER BEEN GIVEN?

The best advice I’ve ever been given is to never give up. It’s that simple. You can easily get discouraged and things can always happen in life. We can’t predict or hold a crystal ball, but the best advice I’ve ever been given is to never give up.

YOU HAVE NUMEROUS INTERESTS, FROM FASHION TO BUSINESS TO TRAVEL. DO YOU THINK THAT YOUR DIFFERENT INTERESTS HAVE HELPED YOU CREATE THE BUSINESSES YOU HAVE? I PERSONALLY WOULD LIKE TO KNOW BECAUSE I HAVE MANY INTERESTS AND SOMETIMES I FEEL OVERWHELMED—HOW ARE YOU ABLE TO FEED YOUR MANY PASSIONS?

I think that as an entrepreneur my job is to always find opportunity by either identifying white space or realizing that I’m so passionate about something that I want to find a way to do it better, and that’s what every entrepreneur does. They’re either a pro at finding white space or creating opportunity or they’re a pro at being so deeply devoted to what it is they’re passionate about that they find ways to make that particular industry, product or service better and better and better based on their passion. So yes, I think that my passions have absolutely guided me in my career and have shaped where I have gone so far and where I will go in the future, but I think that the more and more successful I become, the more and more successful people become, you begin to look at other opportunities based