



How She Got There: Lauren Bias, Founder of Luxury Market Branding

Name: Lauren Maillian Bias

Age: Late 20's

Job Title: Founder and CEO, Luxury Market Branding and Proprietor, Creator and Chief Operating Officer, Sugarleaf Vineyards

College/Major: Fashion Institute of Technology. Bachelors of Science, Magnum Cum Laude in International Trade and Marketing

Website: LMBranding.com

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Her Campus: What does your current job entail? Is there such a thing as a typical day?



Lauren Bias: There is no typical day in my world. My current job requires that I conceptualize, create and implement strategic plans to help businesses boost market share and revenue. It's a mix of marketing, branding, business development, product management, sales and innovation. I spend a lot of time understanding the priorities of my clients, identifying areas of weakness in the business, and ways to reach and communicate with their target market.

HC: What was your first entry-level job in your field and how did you get it?

LB: I have never had an entry-level job other than a public relations internship for a few summers as a teen. I have always worked for myself and been responsible for creating a successful product out of my vision.

Her Campus: What is one thing you wish you knew about your industry when you first started out that you know now?

LB: Looking back, I wish that I had been more involved in social media when it was emerging. At the time when I was starting out, I was so busy building my winery business and finishing my undergraduate studies that I didn't have the time to keep up with the latest social media trends. I used to underestimate that impact of social media. Now, I make a conscious effort to stay current on all things involving online marketing and social media since it is so ingrained in today's marketing strategies.

HC: Who is one person who changed your professional life for the better?

LB: The Head of the Executive Residence at White House changed my professional life for the better. I developed a great relationship with the White House and I worked very hard to gain exposure for Sugarleaf Vineyard's as a supplier. Sugarleaf's wines have been served at various White House events, and most notably, at the 2010 Governor's Ball. These placements put my brand on the map nationally and gave Sugarleaf Vineyards great commercial exposure and prestigious recognition. It was a marketing dream come true!

HC: What words of wisdom do you find most valuable?

LB: "Plan your work and work your plan." – Myself

HC: What is one mistake you made along the way and what did you learn from it?

LB: At Sugarleaf Vineyards, I didn't officially launch the ecommerce portion of the website until the tasting room was open to the public. At the time it seemed like the right move--- wait to have everything up and running and then launch it all simultaneously. I underestimated our ability to fulfill online sales while in the midst of finalizing the brick and mortar part of the business. I learned that just because one avenue of your business isn't ready doesn't mean that you should not employ the avenues that are. Leverage all of your sales opportunities even though it may be overwhelming.

LAUREN MAILLIAN

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HC: What is the best part of your job?

LB: The best part of my job is the perspective that I gain by meeting great people from different industries, cultures, and backgrounds with varying experiences and opinions.

HC: How important is it that college students engage in philanthropic work?

LB: I think that philanthropic work is very important for college students. For me, philanthropic work is about giving back and helping to create the change that I want to see in the world and my community. If you cannot give your treasure, then, give your time and talent--- pay it forward. To whom much is given, much is expected.

HC: What do you look for when hiring someone?

LB: When I am looking to hire someone they must be on time, organized, detail oriented, and possess great written and verbal communication skills. The quality that stands out the most is someone who is a go-getter and takes the initiative to tackle issues on their own and report back to me with a great level of detail when my intervention is necessary.

HC: What advice would you give to a 20-something with similar aspirations?

LB: Never stop being a student, constantly seek to learn and improve.

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