

# JET

## Investor Lauren Maillian Talks ‘Quit Your Day Job’

Model-turned- Angel Investor gives three no-no's for the aspiring entrepreneur...

BY LATOYA CROSS



Lauren Maillian has always possessed a hustler's spirit.

"I've always wanted to follow my own destiny," the model-turned-entrepreneur told JET. "It was always really clear that I was going to be that young woman who was creative, determined, and find ways to capitalize on things that interested me the most."

At 19, Lauren was the co-founder of a boutique winery, which rapidly gained international success and award-winning recognition. From there, the single mother of two, went on to launch and become the CEO of LMB Group, a strategic marketing and advisory company. You can also add bestselling author to her list of accomplishments, after the release of her business memoir, *The Path Redefined: Getting to the Top on Your Own Terms*.

LAUREN MAILLIAN

Now, the serial entrepreneur is embarking on a new journey with the Oxygen series, 'Quit Your Day Job', premiering Wednesday, March 30. The reality series, which also features Randi Zuckerberg, CEO of Zuckerberg Media; consumer products tycoon Ido Leffler; and start-up advocate Sarah Prevette, takes on a unique form as it displays entrepreneurs investing in aspiring entrepreneurs. In addition, the show will document the daily lives of angel investors – something that added to the excitement for Lauren.

With entrepreneurship there comes a level of fearlessness and the ability to bet on self. It's something that Lauren admires when looking to invest in other businesses, along with making a personal connection.

"I look for intelligence, work ethic, integrity and resilience," she quips. "A lot of people say that having an angel investor is like having a boyfriend or girlfriend. It's important that the two have a good working relationship."

While she advised the connection be one of good vibe and standing, there are questions that also go into deciding on who to invest in.

"Is it the entrepreneur who will be able to carry the torch without me and have the ability to move with my counsel via text, email or a call?" Lauren assesses. "Or is it the entrepreneur who needs to be coddled and have their hand held?' I look for the entrepreneur who's ready to be a leader and needs my help to accelerate the growth of their business, help them navigate big issues, needs advice or support." Watch a tease of the series below and get Lauren's top three mistakes to avoid as a new entrepreneur after the jump.