



**GLENDA TESTONE**  
*Executive Director*

## The Lesbian, Gay, Bisexual and Transgender Community Center

**Location:** New York, NY  
**Founded:** 1983  
**Industry:** Nonprofit

The LGBT community has had many victories lately, one being marriage equality. But Glenda Testone, executive director of The Lesbian, Gay, Bisexual and Transgender Community Center, says the equal rights movement doesn't stop at same-sex marriage. In her role, Testone tackles issues that LGBT people face on a daily basis, like poverty, lack of opportunity, substance abuse and lack of sufficient healthcare.

**Fun Fact** Testone is a part of the center's Cycle for the Cause annual HIV/AIDS bike ride, where she rides 275 miles from Boston to New York City in three days.

"While it's incredibly important to celebrate our victories, we are still facing serious challenges in our community," she says. "We're helping to make the world a better place by equipping our community members with the tools they need to get over these hurdles."

The Lesbian, Gay, Bisexual and Transgender Community Center offers an array of programs and opportunities, including health and wellness programs; arts, entertainment and cultural events; recovery, wellness; and parenthood and family support services. More than 6,000 people visit the center each week.



**LAUREN MAILLIAN**  
*Founder and CEO*

## LMB Group

**Location:** New York, NY  
**Founded:** 2011  
**Industry:** Media/PR

LMB Group is a strategic marketing and advisory firm that works within the media, marketing and technology industries to leverage and amplify opportunities for products and brands. Founder and CEO Lauren Maillian says she is passionate about keeping her finger on the pulse of trends and big opportunities. Starting LMB Group allowed her to scale her services.

Maillian dedicates her work to helping women reach success in the business world. One of her biggest challenges has been to separate emotion from reality; it's a challenge she believes many other women face as well. In 2014, Maillian wrote her business memoir, called *The Path Redefined*, which focuses on her experience as a businesswoman.

**Quick Tip** "Ask yourself one simple question before making a huge career shift or taking on a big risk: 'Is it worth it even if I fail?' If the answer is yes, nothing else is important!"

Outside work, Maillian is involved in many charities that affect the areas of youth, poverty, education and the arts, including The Metropolitan Museum of Art, National Urban League, New York Urban League and Children's Aid Society. "I am dedicated to providing every young person who wants to be successful with the tools and resources to do so," Maillian says.



**LISA KENT**  
*President and CEO*

## The Luminations Group, LLC

**Location:** Hillsborough, NJ  
**Founded:** 2003  
**Industry:** Consulting

Lisa Kent, president and CEO of The Luminations Group, LLC, founded the company because she saw a need in her local community for marketing solutions. Small businesses were falling at a fast rate, and she knew she could provide the marketing ideas, creativity and strategy they needed to succeed. The Luminations Group provided big company-level support for small local businesses.

**Fun Fact** The Luminations Group will support any woman entrepreneur who needs help starting a business.

Soon after building her company, Kent was diagnosed with multiple sclerosis. She struggled with the idea of turning over The Luminations Group so early, but instead she learned to plan for the worst-case scenario. Kent established a detailed coverage plan, mentored two second-in-command consultants and learned to always anticipate the best.

Kent encourages all her team members to give back to the community by having them participate in a Charity of Choice program, where each person selects one pro-bono project per year. The Luminations Group also supports the Montgomery, NJ Emergency Medical Services team, the Multiple Sclerosis Society, Womanspace/Homefront and the Resource Center of Somerset, as well as the Hillsborough High School marching band.



**MONICA C. SMITH**  
*Founder and Chairwoman*

## Marketsmith, Inc.

**Location:** Cedar Knolls, NJ  
**Founded:** 1999  
**Industry:** Media/PR

Monica C. Smith founded Marketsmith, Inc. in 1999 when she saw a need in the marketplace for a holistic approach to multi-channel, data-driven marketing. Now, over 15 years later, Marketsmith brings in over \$200 million annually in campaign management and over \$1 billion at retail. The company guarantees it can improve a client's efficiencies by 25 percent.

Smith says being a woman in a male-dominated field has forced her to work faster and harder and to be more strategic than her peers to achieve the unprecedented success Marketsmith has enjoyed over the last decade. At a time when technology is rapidly developing and changing the industry, Smith says anticipating and embracing change as it develops, and growing the company during this time of change, has been the most "satisfying challenge."

**Quick Tip** "Being an entrepreneur is about having courage. It's about having the nerve to lose sight of the shoreline and steer the course."

While the past year has been one of great success, Smith is mindful to never take her good fortune for granted. Marketsmith gives time and resources to One Simple Wish and One More Smith, an animal sanctuary Smith co-founded. Last year, Marketsmith raised over \$20,000 to provide a holiday meal and supermarket gift cards for the families who attend Camden Street Elementary School.