

LEVO LEAGUE

Beyond the Pencil (Skirt): Meet Lauren Maillian Bias, Entrepreneur & Mother



In honor of Mother's Day, Levo League decided to chat with a woman who is as much of a rockstar in her career as she is at home with her two children. [Lauren Maillian Bias](#) has many titles on her resume — model, CEO, wine expert, marketer, startup advisor, investor, soon-to-be author — and her overarching title of “mom” has not slowed her down one bit. Lauren jumped into the entrepreneurial world at nineteen when she started a vineyard and winery, and has kept up her ambitious pace ever since.

We visited Lauren at her beautiful home in Manhattan where she lives with her two kids Jayden (5) and Chloe (3), and keeps her home office. Jayden and Chloe were gracious (and adorable) hosts, showing us around the house and standing proudly next to their mother in pictures. Read more to learn how Lauren Maillian Bias is truly making a difference in both the world of entrepreneurs and the world of motherhood.

LAUREN MAILLIAN

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Education: Fashion Institute of Technology (a State University of New York!), International Trade and Marketing, Magnum Cum Laude.

Job Title: Founder and CEO of [Luxury Market Branding](#).

Brief Overview of Luxury Market Branding: Luxury Market Branding is a strategic marketing and branding company that helps consumer-facing luxury brands in the hair care, skin care, and wine and spirits industries creatively communicate their brands, plan and buy media, engage with consumers, and forge meaningful partnerships that drive revenue.

As an entrepreneur, CEO, marketer, wine expert, advisor, investor, and former model, how do you delegate time to each of these roles? Which job title came first, and how did you arrive to where you are today? First came the modeling, then the CEO/marketer/wine expert while building my first company in the wine industry, and most recently startup advisor/investor, and soon-to-be author. I certainly don't do all of these things at once; it's really been the evolution of me and my interests!

What is the topic of your book? It is a business memoir on how to attain success and get to the top of your career on your own terms.

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All of this, and not to mention you are a mother of two—how did having children affect your career, and how does motherhood continue to influence your business decisions today?

Having children hasn't really affected my career, since I've always been an entrepreneur. With my first business, they were always nearby or attached to my hip! My career has progressed and become more demanding while my children have grown and matured; as more opportunities came my way it was serendipitously when they started nursery school, which gave me more guilt-free time to build my other companies. It couldn't have worked out better, really. Motherhood influences my business decisions because I always want to make my children proud and I take great pride in instilling the values of hard work, persistence, and perseverance in my children. Having children is a humbling honor—it reminds me every day that I have to stay true to myself and what would make them proud years from now.



Describe your office style in a few words: Modern, efficient, and trying to be paperless!

Style Icon: [Donna Karan](#).

Next item you plan to splurge on: A new car!

Favorite store for bargain pieces: [Zara](#).

Heels or flats: Heels—I'm learning to embrace my height!

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What does a typical workday look like from morning to end? There is absolutely no normal. Generally speaking it involves lots of running around to meetings, a breakfast or lunch where not much eating actually occurs, a ton of emails and calls, creating and implementing strategies, and, last but not least, making sure the creativity and effectiveness I envision in my mind actually works in real life!

What are the pros and cons of working from home? The pros are my office is always open, it is nearby and comfy, and it forces me to be selective about who I let into my space. The cons are that I feel bad when my kids are home and I can't spend time with them—I've actually moved my office from upstairs to downstairs so that I am out of their way entirely.

As an investor, what do you look for in a startup before giving your support? I look for people who I believe in and who have shown me that they have the ability to lead and manage with grace and sophistication, no matter how young they are.

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Work–Life Integration

6:00 a.m.: Sleeping.

7:00 a.m.: Just opening my eyes! On my way to the gym.

8:00 a.m.: At the gym and then getting ready to take my kids to school.

9:00 a.m.: On my way to a meeting.

You have two adorable children, Jayden and Chloe—even at a young age, do they ask you questions about what you do for a living? What are their “when-I-grow-up-I-want-to-be...” dreams? They are really proud to see their mom working, and they get a kick out of watching videos of my speaking engagements. They have also been fortunate to have met many of the people that I’ve become really close with through business, so they tend to ask for updates on people, projects, and companies. As of now, when they grow up, they want to be people who sit at the head of the table on their laptops with iPhones!

Do you have any tips for getting work done while also making time to take care of your kids? Get used to working late, and trust those who help you out around the house or with your children so that you are most productive in your down time—kids are more resilient than adults!

Currently reading: *[The Art of Being Unreasonable](#)*, by Eli Broad; *[Good to Great](#)*, by Jim Collins, and the manuscript for my upcoming book (which I am writing and reading continually).

Favorite meal to cook for your family: Baked salmon with tarragon and Dijon mustard sauce with a side of sautéed spinach.

The perfect place for peace and quiet: Yoga class.

Favorite play date with your kids: Central Park.

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Inspiration

Best piece of advice ever received: It will all work out in the end; God doesn't give you more than you can handle.

My mentor: Can't really say I have one—a great supporter is Ed Mathias at the Carlyle Group, and my biggest inspiration is Mellody Hobson.

In 10 years....: Hopefully many more proud accomplishments under my belt. Perhaps another company started and sold.

Career wisdom for young professional women: Be hungry to succeed, not thirsty for attention. Don't assume that the popular people are successful—some of the most accomplished professionals keep low profiles for a good reason.

Say hi to Lauren on Twitter [@LaurenMBias](https://twitter.com/LaurenMBias) and ask her a question on her [Levo Mentor Profile](#).



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