



Entrepreneur Spotlight: Lauren Maillian Bias



Name: Lauren Maillian Bias

Twitter handle: @LaurenMBias

Hometown: New York City

Roles you play in life: Mom, CEO, Marketer, Strategist, Venture Capitalist, and Philanthropist

Education: Bachelors of Science, Magnum Cum Laude, in International Trade and Marketing – Fashion Institute of Technology

Business ventures: Luxury Market Branding and Gen Y Capital Partners

Tell us about your first journey as an entrepreneur. What was your first venture and how did it evolve into what you're doing today? I founded my first major venture, an award-winning nationally recognized vineyard and winery, at 19 years old, which made me the youngest self-made winery owner in the country. I grew that company into a profitable thriving business, and as the company grew, so did my reputation and personal brand– as an entrepreneur, brand builder, wine expert, and insightful yet strategic professional. Speaking opportunities became a large part of my life, which were soon followed by writing opportunities for major publications which allowed me to have a platform to share my perspective on various topics that I am professionally vested in. Maintaining relationships with all of the brilliant people that I have met over the past (nearly) 10 years, has allowed our paths to cross again at times when we could collaborate on other ventures and expand our professional capabilities. Being a winery owner turned me into a marketer and brand builder, my entrepreneurial journey turned me into a speaker, speaking motivated me to write, and these collective experiences have introduced me to people who believe in me– many of those people are now my clients or business partners.

LAUREN MAILLIAN



Where did your business ideas come from? Passion and amazing travels inspired my first business. With Luxury Market Branding, a dear colleague pushed me to expand. Gen Y Capital Partners came from wanting to fund and understand the next generation of scalable innovation.

When did you start your first business? When I was 19 years old

What is one of the biggest lessons you have learned from being an entrepreneur? I've learned that I thrive under pressure. And, that you can never know too many people!

What advice would you give someone thinking about starting their own business? Ideas are great, but having a clear value proposition and key differentiators are a must. And, equally as important- always have a road map to guide you along your journey- entrepreneurship is not synonymous with winging it!

What is the most gratifying thing about being a business owner? Being in control of how I integrate my work into my life.

What is the most challenging thing about being a business owner? Managing your team and motivating them through stressful times- one approach is never enough.

3 words that describe you: Persistent, driven, resilient

Favorite travel destination: Toss up between Turks and Caicos and Positano, Italy!

"To feel more centered I...": go to yoga class..

One item you cannot live without: My iPhone!

Who have been some of your style inspirations? Heidi Klum, Rachel Roy, Olsen Twins, Yves Saint Laurent and Reed Krakoff.

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