



### **What inspired you to join the EO NJ Community?**

I had connected with EO Harris Wolin last year to trademark my company name after listening to a webinar he presented on intellectual property. He suggested that I attend an EO Accelerator meeting, and from there I was hooked. I had been considering ways to grow the business and this seemed like a perfect fit with a group of entrepreneurs to learn from.

### **What's your biggest lesson learned as an entrepreneur so far?**

I knew that I could run my own business because of my finance and operations background. I also had experience in sales, so thought I could manage the back office and grow the business at the same time. As the business has grown, I have found it difficult to handle every aspect of cycle – strategy, networking, researching and providing ideas, project management, and bookkeeping. The biggest lesson is to know when to hire someone to take on the parts of the business that are not profit generating.

### **What are your core values as an entrepreneur and how do they help drive you?**

Integrity, creativity, passion, and reliability are my core values as an entrepreneur and a person. I put integrity first because being honest, open and truthful is how I conduct myself and is expected of employees and partners to be able to foster long lasting relationships.

Creativity is communicating ideas in ways that are unique, compelling and unexpected. I encourage our team to bring fresh thinking and new ideas to the table that enable us to continually improve our services and set new benchmarks. I am constantly learning about new products and technology through industry conferences, trade shows and other education tools.

Our commitment to the growth and success of our clients is evident in the passion for our work and individual attention to each project. My discipline and strong determination to be the best pushes me to strive to exceed customer expectations and aim to over-deliver on all promises.

### **What is your business and what makes it successful?**

Clearly Branded is a full service creative promotional marketing company. We don't just sell products, but provide targeted ideas to expand brand awareness. We become an extension of our clients' marketing teams by adding value, developing long-term partnerships.

Clearly Branded has become successful because of our creativity and the ability to reflect our clients' end message they are looking to convey. No one has a promotional products problem – they have a problem with increasing sales, reinvigorating dormant accounts, motivating or recognizing employees, creating awareness in a crowded market, and a thousand other problems. We deliver by providing fresh, exciting products that create impactful brand experiences for their customers, employees and community. We are also a certified Women Owned business.

**What would people be surprised to learn about your industry?**

A few fun facts:

Promotional products are the only advertising medium that reaches all five senses.

More than 80% of promotional products are used for more than a year.

Eighty-three percent of consumers have a more favorable impression of the advertiser, and that increases to 88% for Millennials.

Eight out of ten consumers pass along promotional products if they decide they do not want to keep them.

Nine out of 10 recall the brand from the promotional product and six in 10 remember the message.

**Is there anything of a personal nature you would like to share to help other EO NJ members get to know you better?**

I have always been passionate about helping others and in paying forward. I have been serving as the treasurer on the board of an education foundation that serves a school district by fundraising and supporting innovative programs. For the past eight years, I have chaired a program that has provided laptops, clothing gift cards, coats, and scholarships to the town's neediest students. The goal is to so that they can come to school prepared to learn.