

Vivian Panou and Carrie Martz Discuss 'Shaking Up Your Industry' With Candice Georgiadis

Vivian Panou, co-Chair EarthFund Global. Carrie Martz, CEO and Founder of Clean Light Laboratories

GREENWICH, CT, USA, October 22, 2020 /EINPresswire.com/ -- Candice Georgiadis, owner of the blog by her namesake, interviews individuals on the cutting edge of hotel, travel, lifestyle and



Disrupting is good, even if it's bad, so long as we learn from it and find better solutions"

Vivian Panou, co-Chair EarthFund Global

other similar topics. She expands the marketing footprint of individuals and companies with a combination of branding and imaging across social media and conventional websites.

On the topic of industry disruptors, Candice Georgiadis interviewed two women who are the embodiment of it. Not only are the interviews captivating and an insight into the minds of the interviewees, they are also one aspect of

how Candice Georgiadis builds brands, images and expands the marketing footprint of her clients. Be sure to reach out to her at the below contact options to see how she can help you take your business to the next level.

Vivian Panou, co-Chair EarthFund Global

Can you share 3 of the best words of advice you've gotten along your journey? Please give a story or example for each.

"Don't let the hell you might be going through stop you from moving forward." That advice gave me the courage to present myself in a positive manner when I was the most vulnerable as a single mom. When I randomly met my former employer on the soccer field, he asked me what I was up to and what my career was. After I gave him a glimpse of my background he asked "with credentials like that why aren't you working for us?" My response, "well, I don't know why I'm not working for you"? He smiled and invited me for the interview and employed me within a week; a decision neither of us would come to regret.

When I was in 6rd Grade I had a creative writing assignment where I wrote about a world where

freeway exits would be on the left lane instead of the right and as you entered the exit lane, you'd have the opportunity to purchase drinks and even food without getting out of the car and doing so with a card that would take money straight out of your bank account so you didn't need to waste money on paying back high interest credit cards. My teacher laughed at me, gave me a "B", and told me I should think more realistically since cards like that would never exist. "A bit far-fetched for even a writer. You may think about studying something else in college." So, I became an on-camera reporter instead and enjoyed using my debit card about a decade later. □

"There's no such thing as free lunch!" That came from my first love who was a cameraman for CBS when I was a reporter. He was talking about how people will try to push me into inappropriate situations and I should never stoop low to acquire a bigger seat at the table because it would never lead to a good result. I never had the desire to go down that route, but that phrase stuck with me as other situations arose through the years. Catch [the whole discussion here](#).

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Carrie Martz, CEO and Founder of Clean Light Laboratories

Can you share 3 of the best words of advice you've gotten along your journey? Please give a story or example for each.

Patience—something I lack. I expected that we could get a product designed, manufactured and on the shelves within a year or so. I have learned that my timeline is not anyone else's.

Perseverance— I have had to be relentless to overcome all the hurdles to launch this business from social media to manufacturing, to when our product got stuck in China during the outbreak of COVID-19. We are constantly hitting new roadblocks and how we overcome them or develop work arounds is the way we will grow.

Shift—Be prepared to make important adjustments to



Vivian Panou, co-Chair EarthFund Global



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your business strategy as conditions change. Prior to COVID-19 breaking out we were preparing to announce and bring to market the world's first Menstrual Cup and Sanitizing Kit using our UV-C patented technology. When the pandemic hit, we quickly repositioned all our resources to produce PURITIZE Home to help families stay safe by offering a system that kills the coronavirus on things they touch everyday.

We are sure you aren't done. How are you going to shake things up next?

I believe that if you do for others, good things will happen. I am committed to making a difference in the health and well being of women's lives, in particular. I intend to create more ways to give back through unique cause related programs. I learned early on that people will give if they believe in the cause and are given the opportunity. Read [the full interview here](#).



Candice Georgiadis

Be sure to reach out to Candice Georgiadis to get your social media marketing on the right track. You can reach her at the below contact options.

About Candice Georgiadis

Candice Georgiadis is an active mother of three as well as a designer, founder, social media expert, and philanthropist. Candice Georgiadis is the founder and designer at CG & CO. She is also the Founder of the Social Media and Marketing Agency: Digital Agency. Candice Georgiadis is a Social Media influencer and contributing writer to ThriveGlobal, Authority Magazine, and several others. In addition to her busy work life, Candice is a volunteer and donor to St Jude's Children's hospital.

Contact and information on how to follow Candice Georgiadis' latest interviews:

Website: <http://candicegeorgiadis.com/>

Email: CG@candicegeorgiadis.com

LinkedIn: <https://www.linkedin.com/in/candice-georgiadis-34375b51/>

Twitter: <https://twitter.com/candigeorgiadis> @candigeorgiadis

Candice georgiadis

candicegeorgiadis.com

+1 203-958-1234

[email us here](#)

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