

# Danielle Hodge and Shahab Elmi Take Time Out and Sit with by Candice Georgiadis

*Danielle Hodge, Alma Ocean Founder and Creative Director. Shahab Elmi, founded four companies: Cymbiotika, DASH Radio, KNK Group and Day Group*

GREENWICH, CT, USA, December 9, 2020 /EINPresswire.com/ -- Candice Georgiadis, owner of the blog by her namesake, interviews individuals on the cutting edge of hotel, travel, lifestyle and 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.



Danielle Hodge, Alma Ocean Founder and Creative Director

Female industry disruptors continue to make a lasting and more meaningful impact in the world around us. Candice Georgiadis recently interviewed Danielle Hodge on this very subject, an excerpt below. She also discussed being a CEO and some of the challenges in that position with Shahab Elmi. Lots of great info can be

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Words matter and I thoroughly listen. I'm constantly studying, listening, watching moves and gaining inspiration from people [...]"

*Danielle Hodge, Alma Ocean Founder and Creative Director*

gleaned from both of these interviews. Candice Georgiadis is helping both these people and their companies reach a bigger audience, build brand recognition and trust. Reach out to her at the below contact options to get your business image, your product brand, out in front of the right people with the right story and sentiment.

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Danielle Hodge, Alma Ocean Founder and Creative Director

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 change and be yourself.

Everything will fall into place if you stay consistent.

Make sure whatever you do has an impact on your community.

All 3 words of advice I gave myself. I didn't really have anyone giving me advice while working on Alma Ocean. Naturally I always worked that way because of those positive influences I previously mentioned. I more so just had support from my family and friends along the way. They all know me and know once I believe in something, I'm going to give my all. They all gave me the room I needed to fuel my passion and have been there during the whole process as my support system.

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

You know me too well. Alma Ocean is a very scalable brand. The plan is to keep creating new designs and collaborating with other like minded brands to elevate diversity in the water community. You'll have to stay tuned!

In your opinion, what are the biggest challenges faced by 'women disruptors' that aren't typically faced by their male counterparts?

You know, I don't really like to compete or say there are challenges from my male counterparts. You can do anything you want as long as you put your all into it. What I can say is if you are a male and see a female asking to be seen with her business venture, don't ignore her, uplift her. If you can't assist her monetarily, put her in front of people who can. That's causing disruption in a good way because once you



Shahab Elmi, founded four companies: Cymbiotika, DASH Radio, KNK Group and Day Group



Candice Georgiadis

inspire her, she will always remember how you helped her. That to me can cause a disruptive effect that can only be a good disruption.

[The full interview is available here.](#)

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Shahab Elmi, founded four companies: Cymbiotika, DASH Radio, KNK Group and Day Group  
What are your “5 Things I Wish Someone Told Me Before I Became CEO”? Please share a story or example for each.

**YOU WILL FAIL:** It will happen. Sounds terrible, but success as an entrepreneur is not linear. At some point things will not go as planned. Expecting and planning for these misses is critical. In fact, building redundancies may be the most important strategic initiative in any organization. If you sell a product, you should have 2–3 suppliers for each part/ingredient. This allows the company to mitigate risk while gaining leverage.

**FIND TALENT..THEN PAY THEM WELL!:** If you follow sports; the team with the best talent (usually) wins. In my prior career, I sat in meetings where we passed on top tier talent due to the bureaucracies of the organization. There were concerns around setting compensation precedent. This is a short sighted approach. Focus on ROI. What is the incremental lift from a high-end performer vs. the baseline? Pay a lot, expect a lot!

**LEARN FROM OTHERS, NEVER EMULATE THEM:** Leadership styles and company cultures are unique. Many entrepreneurs fall victim to “copycat leadership”. With so many “gurus” and leadership “how to” books, the propensity to attempt to replicate someone else’s success is a trap that leads to inevitable failure. Strategy can be duplicated; culture has to be molded.

**BUILD INFRASTRUCTURE FOR THE FUTURE; NOT THE PRESENT:** A solid foundation is critical when scaling with velocity. Build infrastructure for 36 month growth. Yes, cash flow pressures will be a challenge; as a CEO, it’s our job to navigate those challenges.

**COMPANY CULTURE IS THE DIFFERENCE MAKER:** Product (or service) quality is paramount; but company culture is what will fuel the engine of success. There may come a day where a competitor will provide products/services identical in quality and scope. But, **CULTURE CANNOT BE REPLICATED.** Everyone wants to be appreciated. Everyone wants to work in a pleasant/happy environment. Everyone wants to look forward to coming to work. As a CEO, **YOU** have control over the kind of environment your organization cultivates. Spend time and resources constantly working on this. **NEVER EVER** take your team for granted.

[Read the rest of the interview here.](#)

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](mailto:CG@candicegeorgiadis.com)

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

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

Candice georgiadis

[candicegeorgiadis.com](http://candicegeorgiadis.com)

+1 203-958-1234

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