

Jamie Domenici and Amy Herrig Discuss Being Senior Executive Women with Candice Georgiadis

Jamie Domenici, Chief Marketing Officer at LogMeIn. Amy Herrig, entrepreneur, businesswomen and author

GREENWICH, CT, USA, March 11, 2021 / 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.

With the bulk of the pandemic behind us, the need to strengthen and increase corporate marketing efforts is underway across the globe. Don't be left behind your competition or lost in the chaos. Candice Georgiadis can help reach across the yard and the world to put your company in the spotlight. Reach out to her at the below contact options and get the ball rolling. Two recent client interviews are excerpted below.



Jamie Domenici, Chief Marketing Officer at LogMeIn

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Jamie Domenici, Chief Marketing Officer at LogMeIn

Can you articulate to our readers a few reasons why it is so important for a business or organization to have a diverse executive team?

I remember when I used to go into the office I would get onto an elevator in my building and more often than not I would be the only woman in there. One day I verbalized my observation and it definitely made people uncomfortable. But I was okay with that because it also made people acknowledge and think about this fact. If even one of those men left that elevator and thought about the lack of diversity next time they went to make a hire it was worth it. It's important to have different voices at the table to think about different perspectives. And we need to make people aware of the problem, even if it causes discomfort, in order to start to

change it.

As a business leader, can you please share a few steps we must take to truly create an inclusive, representative, and equitable society? Kindly share a story or example for each.

Step one is to acknowledge discrepancy exists. I found that listening to other people's stories or sharing my own was a great place to start.

Step two is to be open to learning and understand where inequality and bias exists. This can be difficult and evoke a sense of vulnerability. You don't want to do or say the wrong thing, but I find it is my responsibility as an executive to be an ally.

In addition, I always set metrics and goals around equality. These are goals I discuss regularly with my team and track to ensure we are hitting our targets, whether that's hiring internally or making sure that at external events we have diverse customers speaking on our behalf.

Ok, thank you for that. Let's now jump to the primary focus of our interview. Most of our readers—in fact, most people—think they have a pretty good idea of what a CEO or executive does. But in just a few words can you explain what an executive does that is different from the responsibilities of the other leaders?



Amy Herrig, entrepreneur,
businesswomen and author

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Tells the traumatic story about how with one bad business decision Amy found her life turned upside down. But was also able to turn things around & become a better person & businesswomen because of it”

*Amy Herrig, entrepreneur,
businesswomen and author*

Execs needs to set the strategy and lead the team to execute on it. I subscribe to the Naval saying “ship, shipmate, self.”

[Read the rest here](#)

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Amy Herrig, entrepreneur, businesswomen and author
Can you share a story about a mistake you made when you were first starting? Can you tell us what lesson you learned from that?

I've made so many mistakes over the years that it's hard to think of just one story or a specific example. I think in general though I've learned to pause and think before I speak and not make rash decisions or emotional decisions. I think learning to separate my emotions from business has been an ongoing lesson and challenge, however,

sometimes it's good to bring emotions into business (to a certain extent) because it brings the human aspect into decisions and even in business we need to remember we are still dealing with human beings and there is a right and wrong way to treat people.

None of us are able to achieve success without some help along the way. Is there a particular person who you are grateful towards who helped get you to where you are? Can you share a story about that?

As a result of our legal troubles, we needed a lot of help and support in many ways, and we were very fortunate to have several people who showed us grace and did things that made it possible for us to continue in business, such as extending terms on debts, making introductions and helping us network with banks and other entities that could greatly help us. I've really learned a great deal about how important it is to connect with the right people for the right reasons and how we are all in this world together and we really need to help one another.

In my work, I often talk about how to release and relieve stress. As a busy leader, what do you do to prepare your mind and body before a stressful or high stakes meeting, talk, or decision? Can you share a story or some examples?

I try to begin every day with at least 15 to 20 minutes of yoga and meditation and exercise (running, walking, etc.). [...]

[The full interview is available 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



Candice Georgiadis

Children's hospital.

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