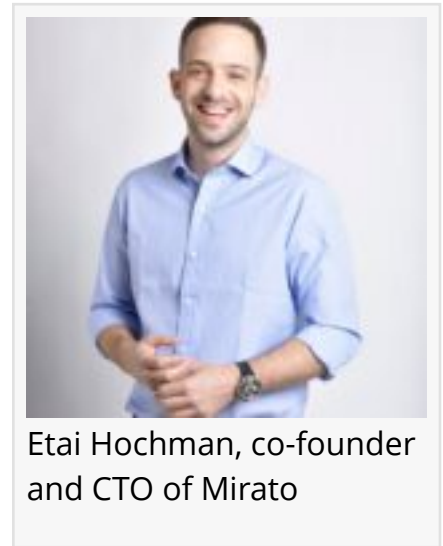


# Etai Hochman and Steven Jiang Talking with Fotis Georgiadis

*Etai Hochman, co-founder and CTO of Mirato. Steven Jiang, CEO and co-founder of Hiretual*

GREENWICH, CT, USA, June 7, 2021 /EINPresswire.com/ -- Fotis Georgiadis, owner of the blog by his namesake, is a branding and image consultant specialist with a robust background and is a visionary interviewer. With a knack for pulling out a well-rounded interview, not only covering cutting edge technologies and corporate directions but also bringing out the personal side of the interviewee.

The on ramp to beating your competitors in the digital marketing world is full of pitfalls. Fotis Georgiadis can help you navigate the shark infested waters and get ahead. Reach out to him at the below contact options to get your business headed in the right marketing direction. Below are two recent interviews with his clients.



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We need to invest more in our children’s future.”

*Etai Hochman, co-founder and CTO of Mirato*

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Etai Hochman, co-founder and CTO of Mirato  
What are your “5 Things I Wish Someone Told Me Before I Started” and why?

Be prepared to disappoint everybody, including yourself.

You will always want to achieve and do more. I want to spend more time with my wife, I want to spend more time with my daughters, I want to build more features, I want to learn more about a new industry, I want to spend more time with our customers. More. More. More. I want to do all of that, but I cannot. Understanding this is key for expectation management.

Learn to manage urgency versus importance. We cannot do everything for everyone, so learn to weigh each item’s urgency and its importance to your broader goals.

Embrace feedback and learn from it. It is easy to get defensive when someone comes to you with feedback, but do not let pride get in the way of hearing—and ultimately embracing—good feedback from well-meaning people.

Scale at pace. It is tempting to want to grow quickly, especially when you build something people want, that fills a need, that solves a problem. However, you can quickly dilute your value if you

spread out functionality and features to try and please too many different types of users too quickly. Stick to your original targets and grow only when you are ready.

Hire the best people and make sure they become better. I cannot say this enough. I have been very lucky to find the best people, and I owe our success to their excellence. The second part is equally if not more important. Once you are in this partnership, it is your privilege and obligation to help your partners evolve and become the best version they aspire. This is a story I like very much. Assaf, our research & development director at Mirato, is the best engineer I have ever met, an inspirational leader and an amazing enabler to his peers. All that, and he has been my best friend for the last 15 years. Our commitment to each other is to stop at nothing, including hard feedback, to make sure we are better versions of ourselves every day.



Steven Jiang, CEO and co-founder of Hiretual

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

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Steven Jiang, CEO and co-founder of Hiretual

Can you articulate to our readers five ways that increased diversity can help a company's bottom line. (Please share a story or example for each.)

Increasing diversity will help create an unbiased foundation at company

Having a diverse and inclusive workforce is the only way for a company to really be conscious and aware about how they engage with individuals who come from different backgrounds and have different opinions that are crucial for growth. How is a company supposed to be confident in their ability to avoid unconscious bias if they don't have a workforce that challenges them to do so?

Diverse talent brings unique experiences which can bring better, more creative ideas

At Hiretual, we're building a product that talent acquisition teams actively use to increase diverse representation in their talent pipelines. Our product can't be made without a team that speaks up about different problems and solutions in the hiring process viewed from many unique lenses. When we're upfront and aware of how experiences differ among minority and majority groups, we'll have a more complete picture of how our product actually impacts the audience we

aim to serve.

Diverse talent can aid with decision making for the same reason as above—they all experience, perceive and learn different things from the world, which can help with decisions

For example, I mentioned above that 80% of our product team are women. The decision-making process would look completely different if everyone on the team were men, especially if it comes to decisions on how our product should serve our many customers who are looking to drastically increase gender equality in their organizations this year. The enthusiasm to drive these solutions forward might look different, and the empathy toward other minority groups and how hiring processes adversely affect them may also differ.

[Complete reading the interview here](#)

You can reach out to Fotis Georgiadis at the below-listed website, email and social media links to discuss how he can help your brand and image.

About Fotis Georgiadis

Fotis Georgiadis is the founder of DigitalDayLab. Fotis Georgiadis is a serial entrepreneur with offices in both Malibu and New York City. He has expertise in marketing, branding and mergers & acquisitions. Fotis Georgiadis is also an accomplished VC who has successfully concluded five exits. Fotis Georgiadis is also a contributor to Authority Magazine, Thrive Global & several others.

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