

Jessica Beck and Junea Rocha Interviewed by Candice Georgiadis

Jessica Beck, Co-Founder and Chief Operating Officer of Alfred. Junea Rocha, Co-Founder and CMO of better-for-you, Latin-inspired food brand, Brazi Bites

GREENWICH, CT, USA, December 27, 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.



Jessica Beck, Co-Founder and Chief Operating Officer of Alfred

Setting up the right marketing for a company can be challenging. Candice Georgiadis can facilitate this business need across both social media and conventional website routes. Helping women build their companies successfully is a focus of hers. Check out some recent powerhouse women she interviewed in the excerpt below and reach out to her at the included contact options to get started for 2022.

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If you have a great idea, & are passionate about it, pursue it, especially if you are a woman. It's inspiring to see females in high power positions, because it encourages all of us to aspire to that.”

Jessica Beck, Co-Founder and Chief Operating Officer of Alfred

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Jessica Beck, Co-Founder and Chief Operating Officer of Alfred

What are the “myths” that you would like to dispel about being a founder? Can you explain what you mean?

MYTH: Entrepreneurs need to put their companies first and their lives second.

One of the most important things I have learned as a founder, and throughout my career, is that

a healthy work life balance is crucial. If you aren't spending time doing the things you love outside of work, then ultimately your work will suffer. If you aren't fulfilled personally, then you won't ever be fulfilled professionally. Burn out is real, and it's important to put emphasis on building a healthy personal life.

MYTH: It's all about taking risks.

Sometimes, you don't have to take the road less traveled or put investment and time into a big idea. Sometimes, it's the littlest, or simplest ideas that have the most impact. Risks can ruin a business, if they aren't thought out well.

MYTH: It's impossible to have two founders.

I would argue that it's better to have two founders, as opposed to one. I don't know where I would be without my co-founder, Marcela. Having two founders allows us to have two perspectives, more ideas, and more opportunity to grow.

Is everyone cut out to be a founder? In your opinion, which specific traits increase the likelihood that a person will be a successful founder and what type of person should perhaps seek a "regular job" as an employee? Can you explain what you mean?

Everyone has a passion for something, it's just whether or not they make a business idea out of it or not. To be a successful founder, it takes patience, determination, and compassion. It's not always fun and



Junea Rocha, Co-Founder and CMO of better-for-you, Latin-inspired food brand, Brazi Bites



Candice Georgiadis

games, but when it comes down to it—you're the voice of the company. You set the tone and energy for the rest of the team.

[The full interview is available here](#)

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Junea Rocha, Co-Founder and CMO of better-for-you, Latin-inspired food brand, Brazi Bites
This might be intuitive to you as a woman founder but I think it will be helpful to spell this out. Can you share a few reasons why more women should become founders?

It is so important to have representation—especially in the food industry, women are doing most of the shopping and should be represented at the leadership level by the brands that serve them. We as women are also natural problem solvers. Starting a business is fraught with roadblocks and challenges and having problem-solving skills and the ability to think on our feet is crucial as a founder.

We bring communication skills to the table, and it is no secret that women tend to be great listeners and are master communicators and networkers. Communication is essential for growing a business, building a strong team and developing talent as you grow.

Women are also talented multi-taskers, and it is key for entrepreneurs to wear many hats and women do this their whole lives.

What are the “myths” that you would like to dispel about being a founder? Can you explain what you mean?

There's an idea out there that founders operate alone and make all of the decisions. However, most successful companies have more than one founder with different strengths. Another “myth” is that the work is glamorous. Being a founder is like being a small business owner. There is a tremendous amount of work, and you have to do whatever it takes to keep things moving. Founders wear all the hats and need to roll with all the punches. Work-life balance doesn't really exist. Lastly, there's this misconception that founders are crazy risk takers. While that is true to a degree (you have to be comfortable taking risks) more often than not, big decisions are usually calculated and thought through.

Is everyone cut out to be a founder? In your opinion, which specific traits increase the likelihood that a person will be a successful founder and what type of person should perhaps seek a “regular job” as an employee? Can you explain what you mean?

Being a founder is a tough job but also very fulfilling. It's certainly not for everyone and that is okay. To be a successful founder you have to be resilient and have an incredible level of determination. You have to have a vision for what you want to achieve and confidently and tirelessly work to get closer to that goal. [...]

[Complete reading 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

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

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

Candice georgiadis

candicegeorgiadis.com

+1 203-958-1234

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