

Matt Widdoes and Ezinne Iroanya-Adeoye Interviewed by Fotis Georgiadis

Matt Widdoes, CEO of Mavan. Ezinne Iroanya-Adeoye, created SKNMUSE.

GREENWICH, CT, USA, April 18, 2022 /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.

Marketing isn't only about the product or the company, it is also about the management and employees. A well rounded marketing campaign will product much better results that one that doesn't include the feel, the vibe, of the corporate atmosphere. Fotis Georgiadis can not only expand your marketing footprint but build the brand and corporate image to go with it. Reach out to him at the below contact options today and get started with real results driven marketing.



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

“As a CEO, say 'no' more often than you think you should.”—I was on a company trip and asked our CEO, Justin Kitch, what advice he would give to someone who

might be a CEO one day, and he said “You have to say 'no' way more than you think. Everyone's going to want your time, your money, your energy, and if you don't say 'no' constantly, you'll never get anything important done.”

“If you don’t know where you’re going, any road will take you there.”—This is a famous quote from Lewis Carroll’s Alice in Wonderland. I received this advice in college, and it’s stuck with me ever since. Every five years or so I take the time to consciously sit down and map out what’s most important to me and where I’d like to be in the next handful of years. Doing that has highlighted so many paths that have led me to amazing things that I otherwise wouldn’t have even noticed. By having a clear understanding of what I’m looking for it’s made those things easier to spot.

“Play every show like you’re at Madison Square Garden”—This is basically getting at giving things your all even when it’s seemingly unimportant. Slow night at the restaurant you work at, the only table of the night wants to split an appetizer and two waters? Give them the best service you possibly can. You never know when you’re working on something that can be career changing until you’re looking back.

“Life can only be understood backwards, but it must be lived forwards.”—It’s a famous quote from Søren Kierkegaard but I remember hearing this from my father-in-law when I was torn between a few job opportunities. He told me that at many points in his career he thought he was potentially making a mistake but that it all made sense looking back. It was great advice for having faith that things would all work out. Give way more than you take and introduce people freely—[...]

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

Ezinne Iroanya-Adeoye, created SKNMUSE

What are your “5 Things I Wish Someone Told Me When I First Started Leading My Company” and why? (Please share a story or example for each.)

“Be really selfish when building a company.”—When leading a company, you have to learn to set some clear boundaries around your life and time that, although they may seem selfish, will help push your goals forward in the long run. For instance, my sisters know not to call me during my 12pm-5pm work hours. Even though they are still going to call, you have to be selfish and strict about your boundaries because you are now stepping into something you have never done before, and you need to guarantee that you gave it your all.

“It can be very lonely at times”—While building your business and creating boundaries, it can sometimes become very lonely. The best way to navigate this is to find a community that understands what you are doing and your goals. They will understand and sympathize with the



Ezinne Iroanya-Adeoye, created SKNMUSE

journey of entrepreneurship; good, bad, and ugly.

“Finances... Talk about Finances” — I’ve learned that no one really likes to discuss finances, but you need to be financially secure and realistic about your finances. Get comfortable with having uncomfortable conversations with people, even admitting that something is out of your payment capabilities. Get comfortable having financial discussions with your team because god-forbid something happens, and they need to immediately know their next steps. And if you don’t understand money, educate yourself. I have done extensive research, signed up for courses, downloaded apps, etc, to expand my knowledge base. And when all else fails, also hire an accountant.

“Grants” — People in the Black and brown community are not privy to the knowledge of grants available to them as entrepreneurs. But if we begin the conversations to help each other familiarize ourselves with grant processes, we can help each other succeed.

Let’s imagine that a reader reading this interview has an idea for a product that they would like to invent. What are the first few steps that you would recommend that they take?

As I mentioned before, the most important steps are extensive research into your market and your clients.

[Finish 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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