

The Risk in Pursuing Your Dream - Jodi Flynn Interviews Carrie Hartunian Smith

August 05, 2016

August 05, 2016 -
Jodi Flynn of Women Taking The Lead Podcast spent time with Carrie Hartunian Smith, co-founder of Smart Marketing Consulting to discuss what it is to lead and transition from a structured corporate job into the freedom of running her own business.

The goal of Women Taking the Lead is to inspire women from humble beginnings to overcome self-doubt so they can lead with confidence, integrity and a sense of humor. In the interview with Carrie Hartunian Smith, episode #144, Flynn asks about her ?wake up call?, her style of leadership and what her ?playing small? moment was to date in her career.

Carrie Hartunian Smith brings a wealth of experience and tremendous passion when it comes to impacting businesses. Her success began shortly after joining a startup media company in 1993. Growing the business from $60K a month in revenue to finishing the first year in business with $7mm, the company had explosive growth each year thereafter. After selling the media company in 2007, Carrie was asked to stay on with the new organization to be an integral part of their aggressive growth strategy, acquiring 5 media companies in under 2 years.

Carrie says, "I never realized I was playing an essential role in our family owned business, until it came time to sell the company,? she states during the interview by Jodi Flynn. Her big moment came when the family business was purchased and the executive team asked her to stay on while they executed an an aggressive acquisition strategy, which opened her eyes to see her true value.

After investing 5 years with the media organization that acquired the family business, she says her wake up call was waking up day after day not feeling she is making the impact in business that was meant to be. Making the difficult decision to leave a secure job after 18 years, Carrie branched out and eventually built her empire based on the very skills that she felt she lacked in the beginning.

Carrie states that parenting taught her to overcome many challenges in better ways, which ultimately made her a better leader, and that she incorporates much of what she has learned into making her business more successful.

Today, Carrie Hartunian Smith helps others bring their own dreams to life by elevating their brand and authority in the marketplace. She works with business owners and entrepreneurs to develop accelerated growth strategies in highly competitive industries. She creates and executes strategic growth plans, directing integration and marketing automation, as well as manages projects and establishes benchmarks for success. Her expertise in fostering winning cultures, increased productivity and reducing costs in mission-driven environments are just a few of her recognized talents and is a talented and accomplished leader.

For more information about Carrie Hartunian Smith, visit her website.

###

For more information about Smart Marketing Consulting, contact the company here:Smart Marketing ConsultingCarrie Smith480-695-7913Carrie@smartmarketingconsulting.comPO Box 8086CaveCreek, AZ

85327

Smart Marketing Consulting

Smart Marketing Consulting takes the ?classic tried and true? business practices and incorporates 21st century proven techniques to create a thriving scalable, repeatable and profitable business for you.

Website: http://smartmarketingconsulting.com

Email: Carrie@smartmarketingconsulting.com

Phone: 480-695-7913