



HOW WE WORK: WOMEN WHO LEAD

**22 FEMALE EXECUTIVES, FOUNDERS AND
PRESIDENTS SHARE THEIR APPROACH TO WORK**

INTRODUCTION

I've always been curious about what makes other people tick, what motivates them. And one of my favorite "how do you do it" topics has been around productivity. Inc Magazine's "How I Work" series has been a favorite for years, and Lifehacker has recently done a similar series among technology industry professionals.

Over the past couple years, every Thursday on the Heinz Marketing blog, we've featured leaders in B2B from a variety of disciplines. Every week I learn something new, get a new tip, trick, app or best practice that becomes part of my own evolving system to get more done; better, faster, more successfully and efficiently.

This book features twenty-two amazing women whose vision and hard work have built and led companies, and the habits that make them successful. Some are ground-breaking, some are mundane. But I guarantee you'll flip around this collection and find strategies big and small that could change your day, change your stress level, maybe even change your life.

Enjoy!

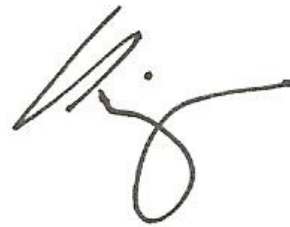
A handwritten signature in black ink, appearing to be 'K. J.', with a stylized, flowing script.

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ARDATH ALBEE

MARKETING INTERACTIONS



Ardath Albee is certainly one of the most influential women in B2B marketing and one of the nation's most important and innovative content marketing voices. She juggles a growing business and client base while maintaining a steady and highly-popular blog. She gets stuff done. Here, in her own words, is how she works.

Featured: April 10, 2014

 [linkedin.com/in/ardathalbee](https://www.linkedin.com/in/ardathalbee)

 @ardath421

Location: Palm Desert, California

What apps/software/tools can't you live without?

Microsoft Office – Hey, I'm a writer and I work with a lot of PPT-obsessed enterprises.

Trello – If it's not on the project boards, it doesn't get done.

Mindjet – Mind maps are the best strategy design tool ever – or maybe it's the way my brain works

Outlook – I live here.

Typepad – My blog – let's leave it at that.

Twitter – Allows me to feel like I'm still connected even though I work in a remote office. And, I've been able to build some really valuable relationships.

LinkedIn – Excellent insights to contribute to and validate personas – plus build relationships, and now publish.

What's your workspace like?

My husband says my office is like a cockpit with all those screens and a wrap-around desk. I have a big window with views of the San Jacinto Mountains and Palm trees. Three or four headsets. And a never-empty cup of coffee that reads "eMarketers Do It with Content" – a relic from my first book launch.

What's your best time-saving shortcut or lifehack?

I prepare for tomorrow today. I need to know what's coming when I start my day so I can hit the ground running. Sometimes I have calls at 6AM

with east coast or European clients, so this is critical.

What everyday thing are you better at than anybody else?

Shutting off. My husband and I have a deal that I quit work at 5PM and don't go back until the next morning – at whatever crazy time that may be. Since I write and work on strategies all day, this helps me stay fresh. And my brain works on stuff while I'm not paying attention – always helpful!

What's your favorite to-do list manager?

Trello and Outlook – If it's not one place or the other, it doesn't get done.

What do you listen to while at work?

I need silence. Probably a writer thing.

What are you currently reading?

The Moment of Clarity – Christian Madsbjerg & Mikkel B. Rasmussen

Everything Connects – Faisal Hoque

Deadline – Sandra Brown

And an advance proof of Jill Konrath's new book – It's really good.

What's your sleep routine like?

In bed around 10PM, read for an hour. Up at 5AM.

What's the best advice you've ever received?

"Whatever you do, do it right or don't bother." My dad told me this when I was 12. I've always tried to live up to it.

Anything else you want to add?

This is harder than it looks!

AMY BOHUTINSKY

CMO OF ZILLOW



Amy Bohutinsky has been the mastermind behind Zillow's marketing efforts since the beginning. What started as brilliant & highly successful PR has expanded to a multi-million dollar, multi-media advertising campaign along with ever-expanding content and B2B marketing efforts. All this while raising two young girls in Seattle.

Amy, suffice it to say, gets stuff done. Here, in her own words, is how she works.

Featured: May 15, 2014

 [linkedin.com/in/amybo](https://www.linkedin.com/in/amybo)

 @amybo

Location: Zillow's downtown Seattle office (First & Union), or downtown San Francisco office. Overflow time at my kitchen island, overlooking Lake Washington (Sheridan Beach).

What apps/software/tools can't you live without?

Alaska Airlines app - I travel 3-4 times a month, and I'm constantly checking flights, seats and (if I'm lucky), upgrade lists on it. FitBit and Every-Move apps - all of Zillow gets a FitBit and there's quite a bit of workplace competition. BarMethod - I'm addicted to this form of exercise and South Lake Union studio, but I have to change around my classes a lot due to my schedule - so the app is a daily visit.

Facebook/Twitter/LinkedIn - Social media is the backbone of so much that we do at Zillow, both on consumer and B2B sides. I keep a constant eye on us and our industry.

At home: My husband and I gutted and remodeled a short-sale we bought in 2012, and we now live in it with our 2 kids. We installed Sonos wireless in the walls, and set up all these different audio zones that we can control with our iPhones and play Pandora, iTunes, Spotify, TV, etc. We like to geek out to this. We also love our Nest thermostats.

What's your workspace like?

I don't spend a lot of time at my desk - the days I'm in the Seattle office I largely spend in 1:1s, meetings and walking around talking to my team. I also like to spend a little time each day in one of Zillow's treadmill rooms, and I try to take phone calls then.

When I do sit at my desk, I have two huge monitors and a stunning view of Puget Sound and the Olympics from Zillow's 31st floor. Just last week I saw a whale and a bald eagle.

What's your best time-saving shortcut or lifehack?

Being married to a professional chef. He does all the grocery shopping and cooking. He's also really particular about the kitchen, so he does most of the clean-up there, too. I'd highly recommend finding this in a partner.

What everyday thing are you better at than anybody else?

I studied journalism in college, and my first job was as a TV reporter. I still love to write and edit, though I don't get to do it as often as I used to.

What's your favorite to-do list manager?

Paper and pen. I carry a spiral notebook with me every day. It has my to-do lists and notes from that day's meetings. I then date the notebooks, file in chronological order and save them for a year, in case I ever need to look back (I rarely do). It's an archaic system from my journalism days that I can't seem to shake - I feel lost without my notepad.

What do you listen to while at work?

While at my desk - Spencer's (Zillow CEO) treadmill desk, which is about 6 feet away from my desk in our open office. Luckily, I'm not at my desk much.

What are you currently reading?

This month's issue of Vanity Fair. My attention span is generally too short for books, except when on vacation.

AMY BOHUTINSKY

continued

What's your sleep routine like?

On weekdays, I go to bed between 10-11, and wake up at 5:15 to work out. One weekday each week, I let myself sleep in until 7 and skip the workout. Weekends my kids wake me up way too early, and I take naps.

What's the best advice you've ever received?

Spencer Rascoff (Zillow CEO) always says, "hire better than you." Zillow's marketing team is now over 70 people – and I would have never been able to do some of the things we've done without chucking the ego and finding people who are smarter, faster and more creative than I am. My job is to now empower and enable them to do their best work.

ANN HANDLEY

FOUNDER & CHIEF CONTENT OFFICER OF MARKETINGPROFS



Ann Handley is the founder of MarketingProfs, author of the forthcoming book *Everybody Writes (Wiley) Your Go-To Guide to Creating Ridiculously Good Content* and one of the preeminent content marketers working today. She's in constant demand by B2B marketers while running a multi-media empire that includes her blog, subscription service, amazing events and more (all while raising a family).

Ann, suffice it to say, gets stuff done. Here, in her own words, is how she works.

Featured: September 4, 2014

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 [@MarketingProfs](https://twitter.com/MarketingProfs)

Location

[My Tiny House](#) and wherever books are sold. (...and maybe on a few nightstands. Is that creepy? Sorry.)

What apps/software/tools can't you live without?

Well, I could live without most apps/software/tools. But would I live as well as I do? Probably not without these:

- Moleskine - for early drafts of things
- WordPress - for later drafts
- Scrivener - for big writing projects (books!)
- iPhone - "Hi, I'm Ann. And I'm an addict."
- Instagram - For igniting my latent love of photos and visuals
- Facebook - This is more love/hate. Love it for keeping me in touch with extended family; hate it because it ignites conflicting feelings of irritation toward the platform itself, which is irritating for a lot of reasons.
- Sococo - Because it replicates a cool office environment for Marketing Profs.
- Snapchat - As a parenting platform (if you have teens!)
- Timehop - For reminding me that life speeds up as it moves along.
- Chromecast - To bring Netflix magically to my big screen

What's your workspace like?

It's a 12 x 12 square foot wood structure with a tiny porch on the front. There's a slight cross-breeze now, as I type. I can see the yard and the pool and my dog rummaging in the garden. It's a simple, pared down, refreshing place to get things done. Sometimes people stop by and we have a glass of wine on the porch. It's like working at home without working at home.

What's your best time-saving shortcut or lifehack?

When I was in middle school, a teacher once commented on my report card: "Tries hard but works slowly." At the time, I was incensed... and I wondered if I was perhaps impaired in some way but never knew it. Decades later, I realize she was 100 percent right - I do work slowly and carefully, and I do try hard. So my only hack is knowing when to let go and knowing when to say no: Surrounding myself with great people who are incredibly talented, and offloading tasks to assistants when I don't absolutely need to handle it myself.

What everyday thing are you better at than anybody else?

I just asked my daughter (via text!) this question: "No one embarrasses me like you do." I'll take that as a point of pride.

What's your favorite to-do list manager?

Jess Ostroff. dontpanicmgmt.com

What do you listen to while at work?

Nothing. I like silence when I work.

What are you currently reading?

The Giver by Lois Lowry. We just saw the movie this past weekend, and I realized I've read a lot of Lowry, but never that one. In also just finished *The Goldfinch* by Donna Tartt (I have mixed feelings about that one, but generally enjoyed the epic-ness of the experience) and I just finished the FINAL DRAFT of *Everybody Writes*. I was quite happy to be done with that one, finally. (Did I mention it was the FINAL!?)

What's your sleep routine like?

I sleep like a toddler. I fight going to bed, then when I finally drag myself there I sleep two hours, lie awake thinking about things, drift back off, wake up, drift, wake, drift, wake, drift, wake, drift, wake, drift, wake. Then by noon I'm ready for a nap.

What's the best advice you've ever received?

To not take myself too seriously. My family taught me that (collectively). And still I'm allergic to anyone who takes him or herself too seriously. We're usually not friends.

Anything else you want to add?

Is anyone still reading?

Get a copy of Ann's book:

<http://bit.ly/EverybodyWrites>

LIZ SOPHIA (MCCLELLAN)

CMO FOR NORTH PLAINS SYSTEMS



Liz Sophia (McClellan), CMO for North Plains Systems, where she drives global marketing operations. Named one of the Top 20 Women to Watch in Sales Lead Management for the last two years. When not exercising her brain or hanging out with her two adoring children, Liz enjoys training for body building competitions and writing a fitness blog. Needless to say, Liz is a go-getter - Here's how she does it.

Featured: April 30, 2015

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 [@LizSophiaAtl](https://twitter.com/LizSophiaAtl)

Location:

Atlanta, GA

What apps/software/tools can't you live without?

ActOn, Google Maps, Delta and Uber.

What's your workspace like?

Fun, full of light and very inspirational. Warm and inviting. There is a lot of sunlight so sometimes I have to wear sunglasses while at work. No complaints here.

What's your best time-saving shortcut or lifehack?

Starting my workday at 4:30am. It allows me to get a jump-start on the day before my kids wake up and provide better support to my European colleagues. Also, I will do exercises when I'm on conference calls (when possible). My office has kettle bells, weights and a jump rope right next to my desk. I don't have any excuses for not fitting in exercise. Exercise clears my head and keeps me grounded.

What everyday thing are you better at than anybody else?

Hopefully it is making people feel valued and that I care about them, especially my top performers. I will do unexpected things for them (like a spa or other gift card) or buy gifts for their kids during unexpected times. I've also written a note to one of my employees' parents about what an amazing daughter they raised even though I did not know them. I like to write hand written thank you notes to folks that I work with.

What's your favorite to-do list manager?

I love making lists but I still like pad and paper. Oh and post it notes. I have tried some apps but I keep going back to my routine. Open to new suggestions!

What do you listen to while at work?

Old school rap music. I've been a fan since I was about 6.

What are you currently reading?

Ask It by Andy Stanley. *Eat to Live* by Dr. Joel Furhman

What's your sleep routine like?

Ugh, it's a mess but getting better. I start my day around 4am. I've always been an early bird and am my most productive early in the day. Don't expect great things after 8 pm EST J.

What's the best advice you've ever received?

I'm not a sports person at all but I love the quote "you miss 100% of the shots you don't take". I've pushed myself quite a bit these past years both personally and professionally. I don't have a single regret.

The other one is "the days can be long but the years are short". This quote helps me keep things in perspective especially as it relates to relationships and my favorite and most important role as a mom.

Finally, "everything happens for a reason even though it may not seem like it at the time."

GINI DIETRICH


CEO OF ARMENT DIETRICH INC.



Gini Dietrich is the founder and CEO of Arment Dietrich, a Chicago-based integrated marketing communications firm, which she started in 2005. She delivers numerous keynotes, panel discussions, coaching sessions, and workshops across North America and Europe on the subject of using online technology in communication, marketing, sales, and HR. Here in her own words is how she does it.

Featured: June 11, 2015

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 @ginidietrich

Location:
Chicago

What apps/software/tools can't you live without?

The UP app for my fitness/steps competition, Words with Friends for airport downtime, Facebook for keeping up with friends and family, and the Weather Bug because I am obsessed.

What's your workspace like?

Right this second; it's a tray on an EMB170 airplane.

What's your best time-saving shortcut or life hack?

Dry shampoo and a hair dryer. You can easily go four or five days without washing and drying your hair if you use dry shampoo and then blast it with a dryer.

What everyday thing are you better at than anybody else?

I'd like to say I'm a better cyclist than Lance Armstrong, but that's just not true (though I am a more honest person than he is). I'm always surprised when people tell me it takes them hours to write 1,000 words. I can write 1,000 words in 45 minutes. So I'd say that.

What's your favorite to-do list manager?

BusyCal!

What do you listen to while at work?

Spotify. I switch between their playlists and those my friends have created.

What are you currently reading?

Secrets of a Charmed Life.

What's your sleep routine like?

I love my sleep. I'm usually dead to the world by 9 p.m. and up at 5 a.m. every day.

What's the best advice you've ever received?

Stop biting your fingernails in meetings...it demeans your knowledge and expertise.

Anything else you want to add?

It's ridiculously easy to work from anywhere (as I am doing right now), but the lack of WiFi on this flight makes it challenging.

BONNIE CRATER


PRESIDENT AND CEO AT FULL CIRCLE INSIGHTS



Bonnie Crater is the founder and CEO of Full Circle Insights. Long have companies and marketers wanted the ability to track impact, causality and weighting across multiple campaigns. Bonnie went and built it. Her history in the tech industry is something to behold - years at Oracle, a stint working for Marc Andreessen at Netscape, plus several tours of duty at Silicon Valley companies from start-ups to Salesforce.com. All that plus a biology degree from Princeton. Suffice it to say, Bonnie gets stuff done. Here in her own words is how she does it.

Featured: September 10, 2015

 [inkedin.com/in/bonniecrater](https://www.linkedin.com/in/bonniecrater)

 @BonnieCrater

What apps/software/tools can't you live without?

Docusign, Salesforce, Quickbooks, Google Apps

What's your workspace like?

I sit in a low-walled cube near a window with the team. My space is littered with books and I have a small conference room accented with orchids. What's your best time-saving shortcut or lifehack? Make a list.

What everyday thing are you better at than anybody else?

Balancing family, work, and hobby.

What's your favorite to-do list manager?

I have tried all sorts of automated list making tools but I seem to work best with pen and a small notebook.

What do you listen to while at work?

Tennis on ESPN.

What are you currently reading?

Boys in the Boat.

What's your sleep routine like?

In bed by 10:30, read until midnight, up at 6:30am for some morning communications.

What's the best advice you've ever received?

Remember that the lead dog gets to see the world first.

Anything else you want to add?

Don't forget to have fun and enjoy the moment.

SAMANTHA STONE


FOUNDER OF THE MARKETING ADVISORY NETWORK




Samantha Stone is the founder of The Marketing Advisory Network and a persona coach for Cintell. Samantha has enjoyed a long, successful marketing career with companies such as SAP, Maven Networks & Iron Mountain, is a prolific author and has won numerous awards for her marketing efforts.

Samantha, suffice it to say, gets stuff done. Here in her own words is how she does it.

Featured: September 24, 2015

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 [@samanthastone](https://twitter.com/samanthastone)

Location:

I am fortunate to have clients located in many different states and while much of my work is done virtually I do have the opportunity to visit in person for strategic planning and important events. When I'm not travelling my work is done virtually from Woburn, MA or my cottage in the White Mountains of New Hampshire.

What apps/software/tools can't you live without?

- I've tried all types of virtual meeting tools and keep coming back to Go-to-Meeting. It offers consistently good connection quality, is affordable and an easy way to connect with clients no matter where they are located across the globe.
- I'm directionally challenged. Without Google Maps I'd be lost (pun intended).
- I also heavily rely on TweetDeck. Although it is a simple tool TweetDeck is the perfect way for me to organize conversations and resources on marketing and client related topics.

What's your workspace like?

I like to be on the move and find I can work pretty much anywhere. I work at the dining room table, on the couch, sitting on a park bench even getting cozy at the local coffee shop. In fact, the only time I'm at a desk is when visiting a client's office. Wherever I happen to plop myself I surround my temporary workspace with music or the ambient noise of people talking, I always have on hand a beverage, a notebook for random thoughts and an interesting view. It sounds very disorganized - but I promise that's not the case.

What's your best time-saving shortcut or lifehack?

Over the years there are two lifesavers that have been instrumental in keeping me productive.

- Allow unscheduled time to be a part of every day. It's easy to schedule myself down to the minute but the rigidity of this approach doesn't allow time for free thinking or to accommodate an unexpected request. By ensuring there are gaps in my schedule EVERY day I'm able to be very responsive to urgent client needs without sacrificing my sanity.
- I keep a notepad with me at ALL times. You never know when an idea or question is going to strike and having a handy notebook allows me to write down the thought before it disappears. By writing it down I can also immediately go back to focusing on whatever I was doing at the time the idea struck. I find a pen and paper best for these instances so I don't get distracted by email and other notifications that would confront me if I logged into an electronic device.

What everyday thing are you better at than anybody else?

This is a really hard question to answer. I have so many talented people in my life it's hard to be better than anybody at everyday tasks. But I'd have to say I'm a pretty good hostess. I work hard for everyone to feel welcomed and of course my grandmothers would be proud - no one ever leaves my home hungry!

SAMANTHA STONE

continued

What's your favorite to-do list manager?

I use a free application called Errands. It's nothing fancy but I love the satisfaction of checking off a to-do item. I write down almost everything. Knowing the task is on the list and assigned a due date I can focus on my current task at hand.

What do you listen to while at work?

Sometimes sound is very invigorating and while I occasionally listen to music at work, I prefer the noise of people talking. So I'll either plant myself in a public space where there is background chatter, or I'll turn the TV on low. However, I do my best writing & thinking in silence; usually in the early morning when no one else is up and I feel completely alone with my thoughts.

What are you currently reading?

At any given time I usually have two or three books going - something fun, something inspiring and something work related. Right now I'm reading *I am Malala* and *Content Inc.* And I just finished *Art Forger*.

What's your sleep routine like?

I'm an insomniac! While I usually call it an evening early, I'm often up for the day at 3 or 4 am. I gave up fighting to go back to sleep and instead treasure this quiet time to generate my best ideas (and my worst ones too).

What's the best advice you've ever received?

Trust your team. Several years into my career I participated in a leadership-training track. Prior to the first meeting we completed personality questionnaires and anonymously surveyed prior co-workers. I was shocked to learn that many of my co-workers didn't feel I fully trusted them. It was a wake up call for me and made me rethink how I demonstrated my trust by empowering the people around me to make real, impactful decisions.

Anything else you want to add?

Having trouble concentrating? Take a walk. The act of changing your environment is remarkably powerful. Whether that walk is around the block, a light jog on a treadmill, a lap through the local park or a short jaunt across the office, simply moving stimulates our brains and allows clearer thinking.

BARBARA WEAVER SMITH

FOUNDER OF THE WHALE HUNTERS



Barbara Weaver Smith is the founder of The Whale Hunters. Let's see, what hasn't Barbara done? She has a PhD in English from Ball State University, later served as Dean of the University College there for three years, and has been helping entrepreneurs, business, and sales leaders grow ever since!

Barbara, suffice it to say, gets stuff done. Here in her own words is how she does it.

Featured: October 8, 2015

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 [@bweaversmith](https://twitter.com/bweaversmith)

Location:

Phoenix, AZ area

What apps/software/tools can't you live without?

Nimble, Freeconferencing.com, rev.com, Dropbox, WordPress, Audacity, Evernote, Quickbooks Pro

What's your workspace like?

I have a lovely, just-for-me home office with all black and chrome and glass furniture, a curvy two-level glass desk, lots of art, col and memorabilia, a little collection of whale-tails and Inuit art, "Edgy" boxing gloves from Dan Waldschmidt hanging out next to a signed bowling pin from my Brunswick clients. I sit in front of a big window looking out over pink and red hibiscus plants and the always-blue Arizona sky!

What's your best time-saving shortcut or lifehack?

Using Gmail instead of Outlook! I know people who will cringe, but I have more than 12,000 emails in my inbox

What everyday thing are you better at than anybody else?

I'm really good at making all kinds of homemade soup and freezing it for quick suppers.

What's your favorite to-do list manager?

I keep trying them and trying them, but I'm best with a Black n' Red hardcover spiral-bound notebook with 24-lb paper and a good fountain pen. I like to write things down and cross them off.

What do you listen to while at work?

Nope, I don't listen at all. Most of the time in

my office I am writing, and I need quiet to concentrate.

What are you currently reading?

Right now *The House at Tyneford* (Natasha Solomons). Recent favorites include *The Devil in the White City and Dead Wake* (Erik Larson), *The Kennedy Brothers* (Richard Mahoney), *The Lady in Gold* (Anne Marie O'Connor)

What's your sleep routine like?

Pretty boring. I'm in bed by 9 or 10 (some nights even earlier) and up by 6 (or so).

What's the best advice you've ever received?

I was kind of intimidated when it was time to write my dissertation. A professor on my committee told me, "Don't think of it as your first book; think of it as your last research paper." Since then, all my new scary projects have been "the last something familiar."

Anything else you want to add?

Thanks for inviting me!

DEB CALVERT

PRESIDENT OF PEOPLE FIRST PRODUCTIVITY SOLUTIONS



Deb Calvert is the president of People First Productivity Systems. She's been training sales professionals and leaders for more than 12 years, including a stint as director of sales training for Knight Ridder. She's a regular blogger, annually voted one of the nation's top 50 most influential sales thought leaders, and is a passionate advocate and leader for Camp Fire USA.

Deb, suffice it to say, gets stuff done. Here, in her own words, is how she does it.

Featured: October 15, 2015

 [linkedin.com/in/debcalvertpeoplefirst](https://www.linkedin.com/in/debcalvertpeoplefirst)

 @PeopleFirstPS

Location:

Just south of beautiful San Jose, CA. I'm in between Silicon Valley and a rich agricultural region, giving me an interesting diversity of local clients.

What apps/software/tools can't you live without?

Mophie battery extension for iPhone, Piktochart, SurveyMonkey, Dragon Dictation

What's your workspace like?

By outsourcing to micro-taskers, I was able to downsize out of an office and back into a home office this year. Three rooms in our home = office space that is uncluttered, professional looking and conducive to work. What I'm missing is a quiet studio, a necessity to build so I can resume broadcasts of CONNECT! Radio.

What's your best time-saving shortcut or lifehack?

Repurpose content to build frequency and impressions, to stay current and to develop your voice (helps save time, too!)

What everyday thing are you better at than anybody else?

In one of my first sales jobs, my boss said "She gets more done by 10 a.m. than most people get done in a day." Working efficiently is a strong suit.

What's your favorite to-do list manager?

Old school pen and paper. I love the feeling of making that check mark when I'm done. Having the list right in front of me at all times provides unrivaled accountability that I need.

What do you listen to while at work?

Depends on what I'm working on. When I need to stay focused and work fast, the background music is Led Zeppelin. When I need to be creative, it's Boston Pops. When doing simple task work, I listen to professional podcasts or other educational content.

What are you currently reading?

I try to read one book, journal or white paper each day. Today it's *Global Tilt* by Ram Charan.

What's your sleep routine like?

Up by 5:00 a.m. to work with east coast and European coaching clients. In bed by 10 or 11 most nights (with apologies to my 20-something self who would be horrified by this early hour).

What's the best advice you've ever received?

Never stop surrounding yourself with smart people and be smart enough yourself to continually learn from them.

Anything else you want to add?

Something I wish I'd figured out sooner in life – Work is a means to an end. Figure out the desired end before you try to figure out the work that will get you there.

RUTH STEVENS

PRESIDENT OF EMARKETING STRATEGY



Ruth Stevens is the president of eMarketing Strategy and owners of one of the most impressive resumes I've seen in a long time. She is currently an adjunct associate professor at the NYU Stern School of Business, a trustee for Princeton in Asia, and also an adjunct professor of marketing at the Columbia University School of Business. She's on the advisory board for Target Marketing Magazine and is a volunteer mentor at a local New York accelerator.

Featured: October 22, 2015

 [linkedin.com/in/ruthstevens/](https://www.linkedin.com/in/ruthstevens/)

 [@RuthPStevens](https://twitter.com/RuthPStevens)

Location:

Midtown Manhattan, NYC

What apps/software/tools can't you live without?

Most-used apps: Evernote, Waze, Facebook, LinkedIn, WhatsApp, WNYC, NYTimes and HopStop.

What's your workspace like?

A bright corner of my living room where the Chrysler Building stands guard over my day. I use a stand-up desk, which I cobbled together from shoeboxes, a box of Trader Joe red wine (still full) and a wire shelf from the Container Store.

What's your best time-saving shortcut or lifehack?

Do my important work during my productive hours, which for me are early morning till around 2:00 pm. I leave the mindless stuff for afternoon. I do no work in the evenings—unless an unexpected deadline crops up. I've learned to do the big stuff first, when I am fresh, and save the bitty stuff for later.

What everyday thing are you better at than anybody else?

Taking full advantage of the opportunities that New York City has to offer.

What's your favorite to-do list manager?

Combination of Evernote and sticky notes.

What do you listen to while at work?

WNYC, during mindless stuff. For the important stuff, nothing.

What are you currently reading?

Just finished *Just Mercy*, by Bryan Stevenson. A must read about how our criminal justice system fails to serve all citizens equally. Now I am reading *Start Something That Matters*, by Blake Mycoskie, founder of TOMS shoes. Blake keynoted at the DMA's 2016 convention, and was the most engaging and thoughtful speaker ever. Plus he offered free-signed books afterward. What a guy. He delivers a powerful message about doing good while making money.

What's your sleep routine like?

Boring. In bed by 10:30 or 11:00. Read a few pages. Up at 6:00 and off to the gym for a 7:00 exercise class. So much for the city that never sleeps.

What's the best advice you've ever received?

When I was planning to go out on my own, I was told the following:

1. Either look for a job, or start your own business. Don't try to do the one while working the other.
2. Define yourself more narrowly than the work you know you can do. This positions you as expert, and makes you more memorable. I describe myself as a B2B marketing consultant specializing in sales lead generation. "Marketing consultant"—they're a dime a dozen.
3. In operating your business, do the stuff that you enjoy and are good at (which is usually the same thing), and outsource everything else.

Anything else you want to add?

Your readers can get a couple of free sample chapters from my new book, *B2B Data-Driven Marketing: Sources, Uses, Results*, at www.b2bdatadrivenmarketing.com

ALICE HEIMAN

FOUNDER & CHIEF SALES OFFICER FOR ALICE HEIMAN LLC



Alice Heiman is the founder and Chief Sales Officer for Alice Heiman LLC. The saying "sales runs in her blood" has never been truer. Daughter of the Miller Heiman co-founder, Alice has spent almost 20 years training sales professionals nationwide on a variety of skills, strategies and tactics. She's also the Chief Networking Officer for the Sales 2.0 conferences plus highly active in numerous Reno Nevada-based civic and social causes.

Alice, suffice it to say, gets stuff done. Here in her own words is how she does it.

Featured: [November 5, 2015](#)



[linkedin.com/in/aliceheiman](https://www.linkedin.com/in/aliceheiman)



[@aliceheiman](https://twitter.com/aliceheiman)

Location:

Reno, NV. My office has a view of the mountains.

What apps/software/tools can't you live without?

Microsoft Office, Facebook, LinkedIn and Twitter for social. I love Pocket for saving all the great articles I read online because it syncs across all my devices and I can tag for easy sorting.

What's your workspace like?

At this moment . . . a big mess! I have papers everywhere for all the projects I am working on. Wait . . . Ok, I feel much better now. I just put all the papers in one pile and straightened up. Now you can come in.

What's your best time-saving shortcut or lifehack?

Strengthen your core while doing every day activities. I do yoga balancing poses while brushing my teeth and blow-drying my hair. (Now you know how goofy I really am!)

What everyday thing are you better at than anybody else?

Closing business.

What's your favorite to-do list manager?

I've tried a few and my team likes Todoist but currently we are all using SmartSheet. Personally, I prefer a word doc with a table that has action, who and when.

What do you listen to while at work?

Pandora. I made a station called Happy Radio. Keeps me moving!

What are you currently reading?

Agile Selling by Jill Konrath, Fanatical Prospecting by Jeb Blount, The Secret History of Wonder Woman by Jill Lepore and Your Best Just Got Better by Jason Womack

What's your sleep routine like?

It varies. I like to work in the evening when it is quiet so I am usually working between 7 p.m. and 11 p.m. So I am in bed before midnight most nights but have been known to work until the wee hours of the morning. Most days in bed by 11 p.m. up by 7 a.m. My east coast clients sometimes inspire me to be up at 6.

What's the best advice you've ever received?

The only person I can change is myself.

Anything else you want to add?

Love every minute of your life. It's easy to get trapped in the things that go wrong and the things that you don't have. You have everything you need to succeed and if you think you don't, just open your mouth and ask for help and instantly you do. It's wonderful to give but it is also wonderful to receive and to do both is good balance. These are the lessons I live every day. Be kind, be brave and sometimes just be.

MICHELLE VAN SCHOUWEN

PRESIDENT AT VAN SCHOUWEN ASSOCIATES



Michelle van Schouwen is the president of van Schouwen Associates and a veteran of B2B launch marketing. Michelle has successfully run her business for more than 30 years, helping hundreds of companies navigate their way to greater sales and revenue growth. In her "spare" time, Michelle also serves as a mentor and angel investor for early-stage businesses, and is active in numerous economic empowerment and social action initiatives.

Michelle, suffice it to say, gets stuff done. Here in her own words is how she does it.

Featured: January 7, 2016

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 @MichellvSch

Location:

Longmeadow, Massachusetts

What apps/software/tools can't you live without?

Capsule Sales for cloud sales management, perfect for our team - love it. ClickTime for company-wide time management. Google Drive for easy storage. Pandora for yoga in hotel rooms anywhere.

What's your workspace like?

It's a happy space. My office overlooks a golf course. There's lots of desk space and a big conference table, all contemporary wooden furniture that feels light and bright. I keep too many papers on my desks, then have a cleaning frenzy and organize it all until the next round.

What's your best time-saving shortcut or lifehack?

Exercise, and it doesn't much matter whether it's a brisk walk, a body pump class or a kayaking session. Endorphins keep me energetic, happy and efficient.

What everyday thing are you better at than anybody else?

I can't imagine I'm better than "everybody else" at anything! However, I am a very good writer and I love writing. I make smart decisions without much delay or fear. I am generally one of the most cheerful people around, and I am pretty funny. Or so I think, and that makes me happy.

What's your favorite to-do list manager?

None! I have moved away from electronic lists. Now I create a daily "everything" list on a sheet of paper, because it gives me great satisfaction to put a line through each item as I complete it. The

process of writing the list on paper makes more of an impression on me than anything I list via keyboard.

What do you listen to while at work?

My clients, my staff and anyone else who needs to talk with me. I love music but find I concentrate much better in quiet.

What are you currently reading?

Stories from the *Shadows: Reflections of a Street Doctor* (James O'Connell), *My Life on the Road* (Gloria Steinem) and *Traction: Get a Grip On Your Business* (Gino Wickman). Plus news, mostly online from multiple sources.

What's your sleep routine like?

I sleep seven or eight hours a night, unless I'm worrying about something. Then I sleep perhaps four hours. So I try not to worry.

What's the best advice you've ever received?

There's a lot. "Enjoy the ride." "In the long run, energy is fate." And from Maya Angelou, "When people show you who they are, believe them the first time."

Anything else you want to add?

Work will probably occupy a good deal of your time for many years. Find work you enjoy, or find ways to enjoy your work, whatever it is. I used to enjoy waiting on tables.

CAROL O'KELLEY

CEO OF SALESFUSION



Carol O'Kelley is an accomplished technology industry executive and is currently the CEO of Atlanta-based Salesfusion. Salesfusion provides marketing automation software to the SMB market. She has held a variety of other executive positions at JDA, Oracle, and Manhattan Associates.

Here in her own words is how she works.

Featured: February 4, 2016

 [linkedin.com/in/carol-o-kelley-b166683](https://www.linkedin.com/in/carol-o-kelley-b166683)

Location:
Atlanta, GA

What apps/software/tools can't you live without?

For personal, I'm a fan of Yesterday's Weather, which is aptly named as it describes today's weather but only in comparison to yesterday's weather. Yesterday's Weather helped me finally break the habit of dressing for the warm and sunny weather of my native Florida, only to get outside and realize it's cool and crisp! And, my family is utterly reliant on Google Calendar. With two working adults and two busy teenagers, everyone in the household lives by the rule, "If it isn't on the calendar, it isn't happening!"

For work, I am an enormous fan of Oktopost, which simplifies the management of social publishing. And, of course, we live and die by the data Salesfusion provides us about the effectiveness of our marketing programs and demand gen activities.

What's your workspace like?

Salesfusion is an open environment without individual offices, so I work alongside the rest of the team. My desk is pretty tidy, although I probably have more paper files than anyone else on the team. Part of my thought process has always involved writing or drawing my ideas. When our marketing team sees me pick up a dry erase marker and head to the white board, I hear groans of, "Oh no, she's got a pen. We're going to be here awhile." Some people "think aloud" whereas I "write aloud".

What's your best time-saving shortcut or lifehack?

After my first child was born, I realized I needed to prioritize and let some things go. So I gave up on a lot of otherwise lovely habits that I found ate up my day - like making the bed, eating lunch, and exercising. I may not be the best role model on a couple of those, but I'd rather have another 20 minutes with my family than a perfectly kept house. I'm also not afraid to feed my family takeout. My mantra is, "I may not have made it, but I made it happen."

What everyday thing are you better at than anybody else?

It is far easier to tell you all the things I do abysmally - dance, sing, bite my tongue, etc. Although I don't get to do it every day, I am terrific at cracking crab legs. It's a byproduct of growing up in Florida. And I play a mean hand of gin rummy. On long car trips, we used to play cards in "the way back" of the family station wagon, and playing with older brothers quickly honed my game. I'm also very good at ironing.

What's your favorite to-do list manager?

A ballpoint pen and paper. I'm a classic list maker - for myself, my husband, my kids, and my colleagues. Walk into my line of sight often enough, and I might make one for you, too. There is nothing as fulfilling as making little checkmarks next to completed tasks.

What do you listen to while at work?

Recently I've been sitting in the midst of our Professional Services team so I listen to them talking on the phone with our clients. I love hearing them solve problems alongside our customers, although sometimes I can't resist passing them a note with a marketing idea I am

CAROL O'KELLEY

continued

convinced will work based on having heard only one side of the conversation. If I need to crank out a document, I will put on headphones and listen to Michelle Shocked's Short Sharp Shocked, which was released when I was a college freshman. I read a Spotify study that says our musical tastes solidify when we're 33, but apparently mine matured when I was 18. And since the college bands of the day were The Connells, REM, and Drivin' n Cryin', I'm ok with my stunted development – at least musically speaking.

What are you currently reading?

I studied English Literature as an undergraduate and remain an avid reader, but, between my penchant for novels and love of American biographies, I struggle to finish many business books (in spite of the best intentions). I did enjoy Sheryl Sandberg's *Lean In*, and applaud her for sharing the experiences and lessons of women of our generation with the women setting out today. I consider Leslie Bennett's *The Feminine Mistake* required reading for young professional women contemplating decisions about marriage and children, and have recommended it to more women than I can count.

My book club just read *Euphoria* by Lily King, which is a novel based on a fictionalized Margaret Meade. I was captivated by the strong female lead making a life in tribal New Guinea, where she could pursue a passion for anthropology free of the constraints of 1920s society. I'm anxious to see what Amor Towles is working on

as a follow up to *The Rules of Civility*. Although I enjoyed his short story "Eve in Hollywood", I'm ready for his next novel. Enough waiting! In the meanwhile, I'm reading David McCollough's *The Wright Brothers*. I'm a sucker for American History, and can't resist the allure of Mr. McCollough's writing.

What's your sleep routine like?

I am a most excellent sleeper. I swam competitively through college, and learned early on that I require a certain amount of sleep or I'll end up sick. So I make an effort to get to bed at a civilized hour. I've mastered "the fade" – discreetly slipping out of parties and events before anyone notices, and am usually tucked in bed long before coaches turn into pumpkins.

What's the best advice you've ever received?

My father was full of all kinds of pithy advice, including "keep your knees bent," which is what he said when teaching people to water ski, but I've found it applies to all of life. He was also fond of, "Life isn't fair." Accepting that helps a person move past the unjustness of a situation, and instead focus on what needs to get done next. I'm not a fan of wallowing in it. I'm more of a get up, dust off, and keep moving type.

My mother always encouraged my sister and me to "get a good education and be able to take care of yourself." Although my husband and I have a great partnership, I agree an invaluable self-confidence comes from having lived alone, paid my own bills, and the knowledge that I can take care of myself. That is a lesson I intend to pass on to my daughters.

But my favorite advice of all time came from my maternal grandmother, who advised, "Don't ever learn to cook. That way no man can tell you to go do it." I actually like to cook, but I include it here because I think her real message is about independence – and that's a lesson for the ages.

Anything else you want to add?

Yes, everyone should learn to type using proper technique – we just do too much of it these days to do it poorly. And, ladies, please stop saying you are bad at math even if you are. A lot of men already assume you are bad at math – please don't give them permission to believe it.

ELINOR STUTZ

CEO OF SMOOTH SALE



Elinor Stutz is the CEO of Smooth Sale and a best-selling author of numerous books on sales strategy. Elinor has been noted as one of the top sales influencers in the world by InsideView, CEO World Magazine, OpenView Labs and more, and her work has been featured in Time Magazine, ABC television, US News & World Report and many other publications around the world.

Elinor, suffice it to say, gets stuff done. Here in her own words is how she does it.

Featured: March 10, 2016

 [linkedin.com/in/elinorstutz](https://www.linkedin.com/in/elinorstutz)

 @smoothsale

Location:

North VA - D.C. Metro area

What apps/software/tools can't you live without?

Twitter app, Groups app, Google Maps, CrowdFire, Commun.it

What's your workspace like?

Large desk facing window to look out over the neighborhood and see beautiful sunsets at night; situated in our den.

What's your best time-saving shortcut or lifehack?

Continual running task list to be highly productive. (An ex-IBM manager once taught me to do this and I then proudly told people I was IBM trained!)

What everyday thing are you better at than anybody else?

Getting more accomplished in a day. Starting out as an entrepreneur, I saw smirks on the faces of people at my first networking event. Six months later, they each asked how I was advancing my business at lightning speed.

What's your favorite to-do list manager?

Me - with pen in hand.

What do you listen to while at work?

My inner voice. I find music or TV very distracting.

What are you currently reading?

Continually read tweets, blogs, article, and the books of my author friends.

What's your sleep routine like?

Normally go to sleep about 11:30 and awake at 7:30

What's the best advice you've ever received?

Use my best sales tip to leverage into 10 more. This applies to everything I do and if it's possible to surpass 10, I do it.

Anything else you want to add?

When people tell me "You can't" I stop to think "Why Can't I?" and then go do it to prove them wrong. The important piece to remember is, Anything IS possible with the right plan in place.

ROBIN SAITZ

CMO FOR BRAINSHARK



Robin Saitz is the CMO for Brainshark. Robin had devoted her entire career to marketing technology leadership having served a variety of positions at companies such as GTE, PTC and Raytheon.

Perhaps more impressive is her 20-year commitment to the Dana Farber Cancer Institute's Jimmy Fund. Robin has been a cyclist in the fund's annual Pam-Mass Challenge, personally raising over \$200,000 for the nonprofit. Robin, suffice it to say, gets stuff done. Here in her words is how she does it.

Featured: June 9, 2016

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 [@robinsaitz](https://twitter.com/robinsaitz)

What apps/software/tools can't you live without?

LinkedIn, Twitter, Salesforce with Brainshark Sales Accelerator, Outlook, Waze, Workout App on my watch

What's your workspace like?

My workspace has a lot natural light, which I enjoy very much. I have a small meeting table, where I can have informal discussions with members of my team and colleagues. My wrap-around desk looks "lived-in," but I know where everything is, so it suits my needs.

What's your best time-saving shortcut or lifehack?

Exercise. If I get my morning workout in, preferably a bike ride, I can tackle pretty much anything that comes my way during the day.

What everyday thing are you better at than anybody else?

Juggling a lot of activities and priorities at one time. At the same time, I have a great ability to focus and go deep. The key for me is to determine what the right priorities are today and when to go deep into the details.

What's your favorite to-do list manager?

My brain/memory. If that goes, I'm in trouble. My husband calls me a walking to-do list. I find using a notebook for taking notes by hand the best way to remember to do tasks. It's far better for me than typing into an app.

What do you listen to while at work?

I can't listen to anything while I work. It amazes me that others not only can, but actually need to have background sound (music, TV, talk radio) to be productive. I need silence.

What are you currently reading?

I am currently reading *Silent Spring* by Rachel Carson. It happens to be the summer reading assignment of my son's college freshman class, and I told him I would read it so we could discuss it. He's really psyched about that! (wink, wink). I am completely hooked on this book and can't put it down. Though written in the early 60's, the issues Carson addresses related to the harmful effects on the environment through the haphazard use of pesticides remain relevant today. The multi-dimensional nature of the issue - biology, government, environment, ethics, business, economics - causes me to look at the problem in new ways. I hope my son gets as much out of it as I am.

What's your sleep routine like?

I am an early-to-bed, early-to-rise kind of person. I'm addicted to my morning workout. This time of year, I typically road bike with my husband and friends starting at 5:20 a.m., so an early bedtime is key for me.

What's the best advice you've ever received?

I was inspired by a talk by Malcom Gladwell, who identifies three characteristics that need to be embraced for transformation (business or otherwise): Be disagreeable and be willing to tackle something unpopular; be imaginative and reframe the problem; and be in a hurry and act with a sense of urgency. If you can seize these three things, you can make a difference in the world. I have found this advice to be invaluable in a variety of situations.

Anything else you want to add?

I am often asked about my community involvement and how I fit that in to my family and professional life. I am deeply passionate about supporting high-impact programs that are key for developing tomorrow's science and technology leaders. In 2012, I was honored in the inaugural 100 Women Leaders in STEM, by STEMconnector – recognizing my commitment to raising awareness of STEM education and careers. Additionally, for 23 years, I have been involved with the Pan-Mass Challenge, which is a cycling event that benefits the Dana Farber Cancer Institute's Jimmy Fund. For 13 years, I led a corporate team to raise a total of approximately \$1,500,000. I believe corporate leaders must look beyond their company to make a positive impact in their community.

NANCY NARDIN

FOUNDER OF SMART SELLING TOOLS



Nancy Nardin is the founder of Smart Selling Tools. Nancy's career in sales in a variety of industries and capacities makes her an ideal expert voice to translate the myriad technology choices for sales departments to what will have the most impact for each team's culture, structure and more. Nancy has won numerous awards as a top industry influencer and is a prolific author, blogger and speaker.

To say the least, Nancy gets stuff done. Here in her own words is how she does it.

Featured: February 2, 2017

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 [@sellingtools](https://twitter.com/sellingtools)

Location:

Sacramento, CA

What apps/software/tools can't you live without?

Breevy text abbreviation software, Capture by Ringlead, Cirrus Insight, ClearSlide for presentations and video email. Also AVS Video production software, WordPress and social media tools like Twitter, LinkedIn Navigator, and Hootsuite.

What's your workspace like?

We have a nice & bright home office with a long desk that wraps around the corner along two walls. Husband and I work side-by-side. And "No" we don't get sick of each other.

What's your best time-saving shortcut or lifehack?

Hello Fresh! I enjoy cooking but I hate to figure out what to cook and what I need to buy. I get a shipment of fresh ingredients every Monday with the recipes. I get the joy of cooking without the hassles.

What everyday thing are you better at than anybody else?

Multi-tasking! At any one time, I have about 10 browser tabs open and 6 apps. Headset on, iPhone on one stand, iPad on another, and monitor of course, right in front of me. I feel like I'm operating a 1-person band contraption. This year, I vow to simplify!

What's your favorite to-do list manager?

I use SmartSheet for just about any kind of list. It's a little like Excel but it's designed for collaborating and has easy functionality for checking off done items, attaching docs, commenting, etc. We use it for travel schedules, client to-do lists, newsletter and video schedules -just about everything.

What do you listen to while at work?

Spotify. Love it. And I can see what Keenan and other friends are listening too. Favorites are Gavin DeGraw, Keane, Parson James, Eva Cassidy, James Morrison, and a special shout out to Macklemore and Ryan Lewis! Nothing like "Thrift Shop" to get me dancing in my chair. Also gotta have old school artists like Heart, Cat Stevens, Van Morrison, Bonnie Raitt...

What are you currently reading?

Next Era Selling by Anneke Seley, and *The Undoing Project* by Michael Lewis

What's your sleep routine like?

I'm usually turning lights off at 9:00. Then, I wake up around 1:00 and start multi-tasking in my head. Wouldn't wish that on anyone.

What's the best advice you've ever received?

The one thing you're putting off or dreading? That's your brain telling you it's the thing you need to do most and next. Get it done. Stop dreading. Do.

Anything else you want to add?

I'm pet-less for the first time in just about my entire life. Can't believe how quiet the house is. Hubby and I are enjoying it but we just can't be without a little furry one for long.

NIKKI BARUA

CEO OF BEYOND CURIOUS



Nikki Barua is the CEO of Beyond Curious. Nikki is a highly successful entrepreneur, having won a wide variety of awards including 2016 Woman of Influence, Entrepreneur of the Year, multiple AVA Digital Awards and more. Nikki holds three Masters degrees and speaks eight languages. Suffice it to say, Nikki gets stuff done. Here in her own words is how she does it.

Featured: May 4, 2017

 [linkedin.com/in/nbarua](https://www.linkedin.com/in/nbarua)

 @NikkiBarua

Location:

I live in Los Angeles but I travel across the US almost every week on business. So I guess my location is up in the air!

What apps/software/tools can't you live without?

Some of my favorites are Box, Evernote, Outlook, Twitter, Slack, Lyft, Waze, Yelp, Audible.

What's your workspace like?

Clean, neat, organized - very zen! I'm totally neurotic about my space being tidy. I've often sneaked up to other people's desks and tidied up their space.

What's your best time-saving shortcut or lifehack?

Turning daily tasks into checklists that you can power through quickly.

What everyday thing are you better at than anybody else?

My gift is seeing the gift in other people. I'm really good at hiring people better than myself and giving them a platform to thrive.

What's your favorite to-do list manager?

Outlook Tasks where I record everything that crosses my mind not just my action items. Every morning I prioritize my list and commit to get the most important things done.

What do you listen to while at work?

Depends on my mood. It ranges from The Beatles to 80's Hits to Bollywood songs.

What are you currently reading?

The Book of Joy - by the Dalai Lama and Desmond Tutu. Fascinating perspective on life and happiness from two great spiritual leaders.

What's your sleep routine like?

About 7 hours (11pm to 6am). I'm usually way too excited to start my day to sleep in. Helps to do something I love!

What's the best advice you've ever received?

Never give up no matter how hard it gets.

ABOUT HEINZ MARKETING

Established in 2008, Heinz Marketing is a B2B sales and marketing firm located in Redmond, WA, serving businesses throughout North America and overseas. Heinz Marketing focuses on driving results through strategic demand generation, disciplined sales funnel strategies, fully-integrated campaigns and collaboration between marketing and sales organizations.

To learn more, visit www.heinzmarketing.com/blog or follow us on Twitter @HeinzMarketing

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