



## **SHARI CEDAR**

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### **What is the best advice you have ever received? And who gave you that advice?**

It came from one of my favorite graduate school professors at Boston University. I was struggling with a challenging project and he firmly said, "Stop thinking, just start doing." That phrase has always resonated with me and continues to drive me with all my personal and professional endeavors.

### **What advice would you give to other women looking to make a difference?**

I've always taken the road less traveled and embraced an entrepreneurial spirit. You should always trust your gut instincts and go where your inner compass guides you. I've been a weather girl, a television producer, a senior leader in the non-profit world and now a business owner. I truly believe in going for it and have never cared what other people think. There always is a reason to stop doing

something and that negative voice can be a roadblock. Don't find a reason to fail, find a reason to succeed.

### **What single accomplishment are you most proud of, and why?**

Running a successful business with my husband is one of my greatest accomplishments. Work and marriage are hard enough on their own but combining the two...that's a challenge! Every day we inspire each other to be our very best and that makes for a successful marriage and business.

### **What is the one fact you would like our readers to know about you?**

I love a challenge. Whether it's training for a marathon or winning a contract from a big client, there's nothing more exhilarating than defying my own expectations. Bring it!