

Alliance- Collins Family  
Youth Business Alliance  
Robin Stewart

May 19, 2015

# INTRODUCTION

My name is Robin Stewart and I am 49 years old.

I am an entrepreneur and believe that multiple streams of income will guarantee the lifestyle I seek well into my retirement years and beyond .

## Company #1: SpaDude.com

- ▶ eCommerce business that provides a web portal for all things spa, just for men! 1st of it's kind!!
  - My role is CEO and I am responsible for all operational and strategic oversight of all verticals

## Company #2:

- Executive Consultant with Rodan and Fields
  - Distribution of #4 Premium Skincare line in the US. Dermatological based skincare by the same doctors that created ProActiv
  - I am the owner of my distribution channel and my business grows by procuring new customers to be users of the product and also identifying business partners to join my team.



# My childhood

- I was born in Canandaigua, NY and raised in Copake, NY



This is a picture of me at 8 months, 5 yrs and 7 yrs old

# My family

- A little about my family
  - I'm #2 of 4 children



This is a picture of my family  
Parents: Ron and Joan  
Siblings: Ron, Rich, Renee

# MY HIGH SCHOOL

- ▶ I attended Taconic Hills High School in Philmont, NY



I can assure you... it didn't look like this when I went to school :)

# High School

- ▶ As a HS student I was a strong student-athlete. I worked hard to get good grades as it didn't come easy to me. I played sports all seasons... Field Hockey, Basketball and Softball. I had a lot of friends but was a very unhappy young lady in high school. I did my best to hide a very dysfunctional home life.



# High School

- ▶ Things that I really liked in High School were:
  - ▶ Writing and English classes
  - ▶ Playing sports
  - ▶ Hanging out with friends
  - ▶ Playing and writing music
  - ▶ Student Council
  - ▶ Working in the School Store
  - ▶ Computer Lab
  - ▶ Yearbook Committee



# High School

- ▶ Things that felt difficult or challenging for me while I was in High School were:
  - ▶ Math and Science classes were always a struggle for me. All of my classes were AP level and I really worked hard to hold a "B" in each of those subjects.
  - ▶ School days were generally very difficult for me because I was always very tired. I always had an after school sport, homework and crazy things happening at home with an abusive alcoholic father and a mother that didn't know how to handle things most of the time.
  - ▶ I learned quickly and skillfully how to compartmentalize my life to survive the chaos and turmoil to get what I needed. My only goal during HS was to graduate, leave home and go to college.

# High School

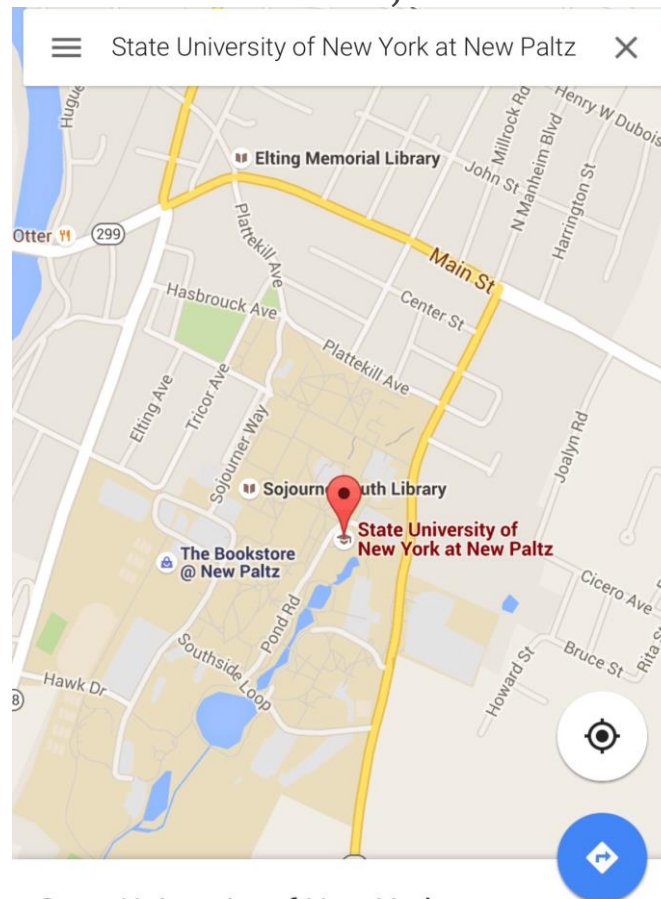
- ▶ Jobs I worked while I was in High School were:
  - ▶ Local Pharmacy checkout clerk
    - I learned great customer service skills
    - How to correctly make change
  - Fine Dining French Restaurant
    - I fine tuned my customer service skills
    - Developed my great love for cooking here
    - Developed an even greater love for fine wines
    - Developed a desire for the finer things in life
    - Learned how to fold fancy napkins and set a proper table

# Getting in to College

- ▶ The top few things I did to ensure I got into college were:
  - ▶ I always worked hard at doing the best I possibly could academically. Despite a couple of "B" grades, I still graduated with honors.
  - ▶ I played sports all 3 seasons
  - ▶ I took advantage of all extra-curricular activities (student council, yearbook, chess club, drama, cooking club)
  - ▶ Got tutored for SAT's

# College

- ▶ I attended the State University of New York College at New Paltz in New Paltz, NY



# College

## Things I enjoyed in College

- ▶ Independence
- ▶ Making new friends
- ▶ Developing relationships
- ▶ All of my CORE classes
- ▶ Sports (Basketball)
- ▶ Learning how to set and attain high goals
- ▶ Developed an even stronger work ethic

## Things I didn't enjoy in College

- ▶ Not living on campus
- ▶ Struggled to find parking everyday
- ▶ Not having a "true" college experience.
- ▶ I worked 30 hrs/wk to put myself through school

# College

## **Favorite classes**

- ▶ Creative Writing
- ▶ English Literature
- ▶ Human Sexuality
- ▶ Basics of Law

## **Least favorite classes**

- ▶ Shakespeare

# College

- ▶ Jobs I worked while I was in College were:
  - ▶ Zimmer Brothers Jewelers
    - Kicked up the customer service skills mach 10!
    - Really gained an appreciation for the finer things in life
    - Training ground for developing managerial skills
    - Fine tuned time management skills
    - Learned how to think on my feet

# College

- ▶ Things that felt difficult or challenging for me while I was in College were:
  - ▶ Working 30 hrs/wk
    - I didn't want to graduate with any student loans and I was willing to trade time for money. It took me 5 years to earn a four year degree but I graduated debt free.
    - That was one of the most powerful life lessons I learned and still employ to this day.
    - I simply stayed focused on my goal of graduting and each day tried to make that day better than the day before.
    - I worked hard so luck could find me



# Getting a job after College

- ▶ The top few things I did to ensure I got a good job after college were:
  - ▶ Utilized my network that I began to establish my last year of school. I learned how to prospect at a very young age and still do it every day.
  - ▶ I built relationships with a few key people that would be able to write awesome letters of recommendations for me
  - ▶ Worked with Career Centers throughout the entire SUNY system.

# This is My Company

- ▶ Every day at my companies:
  - I prospect through daily interactions with everyone I meet and share the story of my skincare products and spa experience. My typical business partner is a self-starter, highly motivated, accountability minded and maintains a "can-do" attitude.



# My Career Path

- ▶ WW Smith Magnet School
  - Elementary School Teacher for 1/2 multi aged classroom in an inner city school (1989-1992)
- ▶ K-Mart Corp
  - Corporate Training Specialist (1992-1997)
- Northwestern Mutual Financial Network (1997-2011)
  - Served many roles: Financial Advisor, Recruiting, Supervision, Training and Development, COO)
- Rodan and Fields
  - Executive Consultant (2015- present)
- SpaDude.com
  - CEO (Summer 2015- present)

# My Career

- ▶ The first job I had after college was:

- Teaching elementary school.

I was hired by the school that I fulfilled my student-teaching requirement with.

- ▶ The worst job I have ever had was:

- Teaching elementary school.

It didn't occur to me until after I was teaching that I should really like children.... A lot!!

I based my career choice in college on how I wanted to spend my summers. I thought teaching would be a good idea.

Summers off, out by 3:00, how hard can that job be???

# My Career

- ▶ Challenges I have had to overcome throughout my career are:
  - Last 15 years of my career were spent in a male dominated industry.
    - I had to learn how to manage egos and expectations.
  - Working within a large corporate structure of a Fortune 500 company posed several challenges
    - Decisions are typically made for the greater good of the constituents, not the local offices
    - Loyalty is not necessarily something that is reciprocated

# More than just work

- ▶ When I am not at work I like to:
  - Spend time with my daughter
  - Cook
  - Workout
  - Work on ways to build my Instagram account
  - Spend time with friends

# Do it all over again?

- ▶ If I could talk to my high school self, what would I say?



# QUESTION AND ANSWER

