



EXCEPTIONAL WOMEN'S COACHING

The Tiara Spotlight

Shining our light on inspiring women around the world.



Marcy Twete

Career Girl Network, CEO and Founder

www.careergirlnetwork.com

Career Girl Network's mission is to provide for women clear paths to career success and a large network of women to nurture, mentor, and support their goals.

Who are you?

I am a "beautiful powerhouse" (a mantra my Tiara Coach Beth Ruske helped me find). I am a career girl, an entrepreneur, a wife, sister, daughter, friend, a wannabe yogi and part-time runner. I am everything a woman in business will always be - busy, inspired, passionate, and tired.

What are you passionate about?

Some people spend their lives searching for their great passion. I've known since I was a child: I was put on this earth to change the world for women and girls. My passions are those that best meet my mission. My business, [Career Girl Network](http://www.careergirlnetwork.com), my work on the Board of [Step Up Women's Network](http://www.stepupwomen.com), networking with women online and at events. I am passionate about women getting ahead in their careers and identifying the resources necessary to excel individually and for the whole of women in business internationally.

Why did you launch Career Girl Network?

Women identify themselves in many ways - wife, mother, sister, daughter. All important roles. I started Career Girl Network to ensure that "Career Girl" makes it onto every woman's most important list of roles in their life. Taking care of our identities in the workplace and helping other women to rise should accompany our roles in our personal lives. Career Girl Network gives women the information and resources they need to nurture their careers and build a network that works for them. I started this company to fill a need, and will continue to evolve with the needs of women in business.

How did you end up here? What's your journey been like?

I'm a big fan of the notion, "Jump, and the net will appear." This belief has led me to a great deal of risk taking in my life. I took a risk by moving to Washington DC in college and landing an incredible internship, by moving on my own to Minneapolis and working in the nonprofit sector, and eventually by transitioning to Chicago without a job offer. I've never regretted a single risk I've taken. When I decided to leave the comforts of my full time job to become an entrepreneur, I knew I was taking a big risk. I also knew I was equipped to handle the change. My journey has been one of belief in myself and my abilities and a constant drive to chase my dreams.

How do you recharge your batteries or nourish yourself?

Just a few months ago, I began regularly practicing yoga. For years, I'd been a yoga naysayer, with little understanding for this strange world of downward dogs. Something changed in January when I found a teacher who spoke to me and a practice that got me through hard times and celebrated successes. Yoga is quality time with me, and something I know I'll never fully master. There's something incredibly liberating in knowing you'll never perfect something. For me, this means I'll never get bored!

What are you grateful for?

I am incredibly fortunate to have a support system that encourages me, inspires me, and helps me to achieve my dreams. I am grateful to have a phenomenal group of women I trust, women who nurture my personal and professional development.

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How, specifically, do women benefit from your products/services?

Career Girl Network's vision is engaging women nationally in mentoring, networking, and relationship building to create a collectively stronger force of women in business who will help other women to advance their careers and overcome potential roadblocks.

Women involved with Career Girl Network will quickly find they are armed with information, resources, and a network surrounding them that will help them to become more powerful in their careers and respected by peers.

As a woman leader what are your unique strengths that help you and your staff/team succeed?

I built my career in multiple mission driven nonprofit organizations, not the traditional MBA route one might take on a path to entrepreneurship. Yet, I believe wholeheartedly my greatest strength comes from my background in charitable organizations. Now, as an entrepreneur, while I watch the bottom line and take pride in fiscal responsibility, what will set Career Girl Network apart from its competitors is my connection, at all times, to its mission.

What inspires you?

I am honored to serve on the Board of Directors for Chicago's Chapter of Step Up Women's Network, an organization that connects women to the connections they need and the underserved teenage girls who need mentors. I mentor a young woman, a high school junior. She inspires me more than anything else in my life. This young woman looks ahead at a lifetime of opportunities, but with roadblocks many other students don't have. Watching her grow, change, and excel with my help and the help of Step Up inspires me to continue my own work to change the landscape for women and girls in this country and abroad.

What's next for you and the organization? What are you committed to?

Career Girl Network (CGN) launched just weeks ago, and has already achieved great success. In the coming weeks and months, I will continue to promote CGN to new audiences, and develop advertising revenue from corporations dedicated to the plight of women in business. Bringing together a collaborative community of women, I hope to advance the conversation about the role of women in all sectors and in leadership positions worldwide.