

MAISHA WALKER

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YOUR CLAIM TO FAME: Over the last 13 years I've been in the industry my company and I have built web sites and implemented Internet marketing campaigns for businesses in every space of industry—bridal, real estate, politics, fashion, retail, construction, consulting—you name it. But one of the recent things that I'm very excited about is we partnered with the city of New York to sponsor a web site contest for New York City's emerging businesses.

WHAT IS THE DRIVING FORCE THAT GETS YOU UP IN THE MORNING? Making a daily impact by helping business owners bring their passion to life.

WHAT'S YOUR GREATEST BUSINESS CHALLENGE? For one, making the time to delegate. Secondly, focusing on the right projects. It is always easy to come up with new ideas. The challenge is having the strategic vision to decide which ones to pursue, the strength to say no to all the rest, the persistence to see them through and stick with them, and also, the wisdom to know when something needs to change or to end.

IF YOU HAD TO WORK IN A DIFFERENT PROFESSION WHAT WOULD IT BE? Robotics engineer, industrial designer or astrophysicist—perhaps I still will!

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—Maisha Walker

