

# B2BOffTheClock

with Erin Paulson



**Occupation:** Director of Strategic Marketing at TriComB2B, a business-to-business marketing agency focused on technical and industrial products and services, in Vandalia.

**My work makes me feel:** Absolutely fulfilled in all the important elements of my life, which can be categorized as: MBA, MRS and MOM. I enjoyed careers at NCR and Teradata for over 10 years, but wanted to scale back after having children. My job at TriComB2B is flextime, allowing me to apply both my education and professional background in B2B marketing, while also being the wife and mother that I want to be to my family. It is a dream come true for a type-A personality like mine, trying to give 100 percent to the most important aspects of life.

**My favorite things:** Scott (my husband), Jack (5-year-old son), Kate (2½-year-old daughter), our extended families, my wonderful friends, travel (I want to see the world) and giving back to the Dayton community by volunteering.

**Once I almost:** Had to paddle my own canoe out of the Mekong River in Vietnam.

**The last thing I read:** "The Space Between Us" by Thrity Umrigar

**Guilty pleasure:** "The Real Housewives of New Jersey" on Bravo

**Favorite quote:** "When you were born, you cried and the world rejoiced. Live your life in a manner so that, when you die, the world cries and you rejoice." ~ Native American proverb

**The best place for a business lunch:** Meadowlark

**Best song on your iPod:** "No You Girls" by Franz Ferdinand

**I can't live without:** My family, my friends, great books, my BlackBerry, Wi-fi, Pandora Radio and my iPod, classes at NeoLimits Fitness, and venti mochas from Starbucks.

**Best job you could have other than this one:** A novelist

**Hardest job you ever had:** I was a waitress for four summers during college. It is an exceptionally demanding job, and I am now a notorious over-tipper.

**Hardest professional lesson you ever learned:** That disagreeing, even if in the minority opinion, is better than remaining silent.

**Best advice you've ever received:** That most things in life are about what you make of it – your goals, your outlook and your attitude ultimately define what your experiences will be.

**Best advice for up-and-coming business people:** While there is merit in working at a large corporation, some of the happiest (and most challenged) business people that I know are part of small- to medium-sized companies. Don't rule out the experience gained at a smaller company.

**The advantage of doing business in Dayton:** Dayton has a remarkable entrepreneurial spirit, and I think that many people (especially from outside of the area) underestimate what this business community can achieve. I have to admit to being one of those skeptics in the past. I am from New Jersey, and am here because of the University of Dayton. I had little desire to stay in Dayton after graduation. But now I am proud to call Dayton home. Dayton operates as a true community, with friends and acquaintances happy to help one another solve business problems. While there are many challenges in our region currently, I have absolute faith that our business community will succeed and prosper.