

To describe Alyssa Dver in one word, it would have to be 'Focused!' She has truly mastered the art of balancing work and family. This energetic and opinionated woman has authored books, produces a WebTV show and owns Mint Green Marketing, a marketing consulting business. Her company employs part-time women who have left corporate America as Alyssa did in December 2007.

She was working as the Chief Marketing Officer for a small public company but left for various reasons, one of the most important being the flexibility to raise her kids and work from home which allows her to set her own schedule. In fact one of the things Alyssa is most proud of is her ability to balance work and life so well. *"I work hard but find the time to spend at least 2 hours of quality time with my kids each day. I exercise 7+ hours each week and I have both revenue producing and soul fulfilling businesses I run."*

Alyssa started her career by first attending college even though marketing was not her initial focus; she later found she had a love and a talent for it. During college she found herself working anywhere from 3-5 jobs just to make ends meet and applied for any financial aid that would help pay for tuition. After graduating she continued to take classes at night, this time at Harvard, and later was given the once in a lifetime opportunity to work in the South of France for a major corporation.

Reflecting on her career Alyssa says her first manager, *"was super and helped train me and gave me opportunities to grow, including my European residency. When I was there, I met another manager who I worked for when I returned to the US and he has been my mentor ever since. Both managers continued to push me with new and scary challenges and to support me in speaking my mind."* And Alyssa is known for doing just that. She describes herself as *"a very opinionated individual"* and adds, *"I have become more aware of listening and utilizing people's own verbal cues to better direct how I act and lead."*

She has accomplished so much in her life since her first job out of college and continues to add to that list year after year. Her most recent achievement was the release of her second business book, 'No Time Marketing: small business-sized steps in 30 minutes or less'. She attributes her career achievements to hard work, a good education, an analytical and creative mind, a fear of failure and having the support of mentors which includes her husband.

Raising two children along with all of the many projects she has going on, it's important for Alyssa to stay organized and goal focused as not to lose perspective and during it all to maintain a positive attitude. *"I love the feeling of crossing things off lists and I always have my year's goals pasted up in front of me to remind me of priorities. I think when life is overwhelming, these lists help organize my next steps and allow me to synergize things so that I get a lot more done than tackling them randomly."* She also believes in the power of positive thinking. *"I think it helps focus and arm you with the necessary will to fight all the obstacles life will always throw at you. I also believe in fate and the fact that being prepared when and if you are in the right place is a result of hard work and confidence."*

Regardless of all of the priorities and goals pasted up in front of Alyssa reminding her what to focus on, it's her kids, her husband and her best friend that keep her energized and make her smile. Kids have a way of helping us see that we need to stop and smell the roses once in awhile and listen to the laughter and silliness of innocent children. *"It's easy to lament on negative issues so you need a reliable method to remind you often that life is a mixture of elements and you can focus on the ones you choose."*

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- ☞ Alyssa Dver, owner of Mint Green Marketing. www.mintgreenmktg.com
 - ☞ Producer of WebTV's 'Mom Matters'.
 - ☞ Author of 'Software Product Management Essentials: A Practical Guide for Small and Midsize Companies'.
 - ☞ Author of 'No Time Marketing: small business-sized steps in 30 minutes or less.'
 - ☞ Founder of 'The Center to Prevent Lost Children'.