

Bradi Nathan's Story

Written by Angela Newman

As little girls we dream of that day when we will walk down the aisle with our knight in shining armor, go to college to become a teacher, a doctor, a police officer or the profession of our dreams. Some of us add to that dream the day we will have children to bring more joy and satisfaction in our lives. Then reality sets in! For some, reality is the dream but for others it is not. For Bradi Nathan of MyWorkButterfly.com it was a reality. After graduating from college and pursuing her career she was ready for marriage and children, but once the children came, she struggled with leaving her kids with a babysitter, deciding on whether or not to be a stay-at-home mom or continue working. Decisions, decisions! She didn't necessarily want to give up her career so like so many other incredible women she decided she could have her cake and eat it too.

College was an expectation in Bradi's family, so for her it wasn't a question of are you going, but rather where are you going? Being a young woman, what better way to select the college than by choosing the one with the cutest guys. So Ithaca College - here she comes! Looking back on those days, Bradi says, *"Ithaca, not the boys, was so much more than I had ever imagined. I took advantage of Ithaca's strong communications program, majoring in advertising and PR. Those classes laid the foundation for much of my career."*

Her first job out of college paid a salary of \$15,600 which she took on her dad's advice that it is easier to find a job when you have a job already. It wasn't an easy eight months for Bradi because as she describes her boss, 'she was a lunatic constantly berating her'. After tolerating that as long as she could, she was able to secure a job at Elizabeth Arden and nearly doubled her salary. Her boss, Maureen Starr was a great mentor for her and today they remain friends supporting and sharing experiences with one another. *"The first woman to believe in me, and my abilities to be a great saleswoman, was Maureen Starr. Maureen was the Global Media Director at Elizabeth Arden and my boss at the time. She actually invited me into her office so that I could practice my presentation for an upcoming interview on her. I think she knew deep down that I had more to offer than being her assistant at the time. Fifteen years later, I am still asking her for advice. She is a true GEM."*

Even though Bradi loved her job, she was very much aware of the challenges in working in the publishing industry especially in beauty and fashion magazines. She found herself surrounded by very strong women as you can imagine; some to admire and others to keep her distance from. Others were destined to advance and compete for their place in the organization, but Bradi, not having an aggressive personality, found the environment difficult at times.

But it wasn't the challenges at work that made her start thinking about whether or not to be a stay-at-home mom as she enjoyed climbing the career ladder. In fact, she was working as the Advertising Manager for Marie Claire magazine; a job she thoroughly enjoyed. She wanted to stay home and take care of the kids yet at the same time worked so hard to climb her career ladder so it was not an easy decision to make. These are tough choices for most women with children; trying to decide what's best for them, for the kids and the family but after much contemplation, Bradi decided to leave her job.

"Put simply, had I not made the decision to leave Marie Claire Magazine as Ad Manager to become a stay at home mom, I never would have created my own mommy-and-me business. Had I not created my business, I never would have met the wonderful mothers whose conversations spurred my existing business, MyWorkButterfly.com. I think in life, you can have intentions and aspirations for a particular profession but paths lead, in many cases, to an even better course."

MyWorkButterfly.com is a free service for moms headed back to work and because Bradi is one of those mom's who needed and still does need the support of other moms on this journey as she describes it, it's that passion for the value she brings to so many women that keeps her going everyday. Creating MyWorkButterfly.com was not the result of goal setting since Bradi never really has been one to write goals as a means to achieving success in her life. The reason for that is, *"I never wanted to set myself up for disappointment. I've just continued to try to do my best - I guess that has been my true goal."*

And looking to her future, Bradi sees her and her business partner taking MyWorkButterfly.com to a whole new level in supporting working mothers who want to live a fulfilling life both personally and professionally. When asked if she had any advice to give to women climbing their career ladder, Bradi stated, *"Don't be put off by the Barracudas ... find a mentor and believe in yourself."*

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You can learn more about Bradi Nathan's social networking site by visiting [www.MyWorkButterfly.com](http://www.MyWorkButterfly.com) and the R Baby Foundation; a non-profit dedicated to ensuring that newborn babies, primarily those in the first month of life suffering from viral infections and other infectious diseases, receive the highest quality of care and service through supporting education, research, treatment, training and life-saving equipment. MyWorkButterfly.com supports R Baby online through event listings and feature videos and offline at fundraising events like the upcoming Mother's Day Walk in NYC.