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## **Mathieu of Golden Egg Concepts and her most important accomplishment**

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Name: Lindsey Mathieu

Title: Principal/Owner

Company: Golden Egg Concepts

Years with company/firm: 2.5

Years in field: 10+

Years in real estate industry: 10+ in Built Industry

Address: 88 Hunters Rd., Norwich, Connecticut

Telephone: 860.383.2020

Email: lsiragusa@goldeneggconcepts.com

URL: www.goldeneggconcepts.com

During the last 10 years of your career, which professional accomplishment, honor or achievement has meant the most to you and why?

Over the last 10 years, my most important accomplishment has been starting my own consulting company to serve the unique needs of clients in the AEC industry. I have been able to help many firms by providing marketing expertise at a competitive price for a variety of clients in this sector, particularly in a challenging, "do-more-with-less" economy.

Which project, deal or transaction was the "game changer" in the advancement of your career during the last 10 years?

Starting my own business was a total "game changer" - it pushed me to learn a lot of things firsthand that I always had support staff and co-workers to help me with. From managing my accounts receivable to troubleshooting what's wrong with the printer, I am wearing many hats and constantly growing from this experience.

How do you contribute to your company and/or the industry?

I strive to contribute an approachable, down to earth perspective on the opportunities and challenges of AEC industry marketing - as well as some advice on what I've seen and tried myself. AEC marketers work hard behind the scenes to make their companies look good, and I hope to bring to light all of their exceptional contributions. I hope to be a resource and voice for marketing professionals in this industry.

What advice would you give to women just starting out in commercial real estate?

"Ask for forgiveness, not permission." In an industry dominated by males, it becomes more and more important for women to assert themselves and their skills, toe to toe with their male peers, and bring new light and perspective to an old way of doing things.

How do you manage the work/life balance?

The unique position of owning my own company and working from home has afforded me the

opportunity to juggle my personal areas of interest (home renovations and Coonhound rescue, to name a few). Creating my own schedule, and in essence, "calling the shots" helps me keep the necessary balance to achieve many initiatives.

Who or what has been the strongest influence on your career and why?

Carolyn Stanworth, CFO/CEO of BL Companies in Meriden, CT has been a very positive influence on my career. I gained a lot of insight and knowledge into managing a department from Carolyn. She has an incredible sense of self and a strong determination to put the needs of the company first. She has inspired me to lead with confidence and helped me understand how to lead by example and inspire leadership in others.

How are you using social media to promote yourself and/or your firm?

I use social media as a way to communicate and stay top of mind with my clients, prospects and supporters of my company. I share my successes as well as my struggles, and believe that by providing advice through my blog posts and Facebook, Twitter and LinkedIn pages, I can develop deeper connections with the clients I serve as well as other professionals in my industry. "Keeping it Real" in communication goes a long way.

Where would you like to be 10 years from today?

I hope to be surrounded by my husband, family, friends, and dogs. I want to continue to contribute to the success of my clients by providing more than just marketing support - by becoming integrated with their organizations. I want my workload to consist of projects for happy, repeat clients. When they are successful, I am successful. As cliché as it sounds, it's very rewarding.

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