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2019 Women Who Build: Kathy Nanowski, Fuss & O’Neill, Inc.

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Name: Kathy Nanowski

Position: Vice President, Director of Marketing & Business Development

Company: Fuss & O’Neill, Inc.

How many years have you been in your current field? 17

Who are three women – living or dead – that you would like to have drinks with and why? I love to surround myself with motivated and more importantly, positive woman. The first would be Oprah because she’s smart, supports woman, and is all about personal growth and positivity. My grandmother because she was so funny and so loving, I miss her hugs. Lastly, author Jen Sincero, she wrote the book “You are a Badass.” This book is all about self-development through positivity and gratitude.

What was your first job and what did you learn from it? I worked in a bridal shop, and I learned that brides can be demanding and appreciative all at the same time. Also, wedding dresses are very heavy and extremely uncomfortable.

Which project, deal or transaction was the “game changer” in the advancement of your career during the last 10 years? Once I started measuring sales performance using various benchmarks, things started to change for me. I was bringing a different form of unrealized value to the various firms I worked in. I believe that we can’t change what we don’t measure. Working with engineers & scientists, I know numbers are important to them. The numbers helped explain what was working and what wasn’t when it came to their sales activities. The metrics helped change the firm’s behaviors, which resulted in exceeding our sales goals.

What are you doing differently in 2019 that has had a positive impact on your career? This year my focus is going to be on creating various client appreciation programs. Whether it’s a feedback program or fun client events. We want our clients to feel like we have their back no matter what and have their best interest in mind. Their success is our success.