

**Suzanne Mulvehill, MBA
President
Profit Strategies, Inc.**

BIOGRAPHY

Struggling with the emotional challenges of entrepreneurship and returning to her executive level position several times, Suzanne Mulvehill was unsure if she could accomplish the vision she dreamed of, being a successful entrepreneur. She researched the market and found only business advice, not the emotional advice and guidance she needed to prepare for this life transition. So she developed her own technique to help herself and it worked.

Leaving her job four years ago, Suzanne launched Profit Strategies, Inc. a company inspiring marketing and development excellence based in Delray Beach, Florida. Almost immediately, she landed several large consulting projects in Tampa and Southeast Florida.

After her first year in business, she was invited to counsel entrepreneurs for the Small Business Development Center in Boca Raton, Florida, a division of the U.S. Small Business Administration.

With her experience, expertise and certification to provide business counseling, she was ready to serve clients with business knowledge and advice. To her surprise, clients came to her for emotional support and guidance more so than business assistance. She realized that they were struggling with the same challenges she faced when making this life transition.

Suzanne began to record her client's experiences and saw patterns through various stages of entrepreneurship. She recognized that fear was a common obstacle and that the journey into entrepreneurship was often more challenging than any other life experience.

Once again, she researched and discovered that no literature supported or discussed the emotional challenges experienced by entrepreneurs. Based on her experience and her client's experiences, she created a workbook to help entrepreneurs successfully transition into entrepreneurship.

Suzanne's success as an expert on entrepreneurship has led her work to be featured in the South Florida Business Journal, the South Florida Sun Sentinel, Daily Business Review and several other publications.

Additionally, she wrote a column for the Inventors Society of South Florida for a year and was featured on Good Day New York and the Rose Lee Archer Show.

Having presented her expertise to hundreds of entrepreneurs and small business owners at numerous organizations, she was the first to be invited to speak at South Florida-based Office Depot as part of a pilot project to help entrepreneurs grow their businesses.

Currently, she teaches a course at Florida Atlantic University's Continuing Education Program and gives workshops at the Chamber of Commerce of the Palm Beaches.