

# CIO Excellence

Leadership | Strategy | Execution

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## 5 Pioneering **BUSINESS LEADERS**

Making a Difference in 2025

- Revolutionizing Leadership with Octocracy
- A Guiding Philosophy
- Overcoming the Challenge of Introducing Octocracy
- Prioritization and Work-Life Balance

# DAVID FIORUCCI

  
**LP<sup>3</sup> LEADERSHIP**  
FOR A SUSTAINABLE ECONOMY





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# Editorial Note

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## **Shaping the Future: Celebrating Leaders Who Are Transforming Business\***

The business world is undergoing a profound transformation, fueled by technological advancements, shifting societal values, and an ever-growing commitment to sustainability. These dynamic changes are not just shaping the present; they are demanding that leaders step forward who can innovate, inspire, and challenge the very fabric of the status quo. Today's leaders must navigate complexity with insight, balance, and a bold vision for the future. Success no longer lies simply in responding to change but in actively driving it.

In this edition, "**5 Pioneering Business Leaders Making a Difference in 2025**", we celebrate the visionaries who are not only redefining industries but are also reshaping the broader societal landscape. From pioneering cutting-edge technologies that enhance global connectivity to spearheading transformative initiatives that prioritize people and the planet, these leaders exemplify the resilience, ingenuity, and courage necessary to push beyond the boundaries of convention. Their influence extends far beyond traditional business

metrics, as they set new benchmarks for what it means to lead with purpose.

By highlighting their journeys, we aim to spark inspiration for others who dare to take bold steps towards creating a future where businesses not only thrive but also contribute meaningfully to the greater good. Each profile showcases the unwavering commitment these individuals have to their craft, their teams, and the world at large. It is a testament to the power of leadership rooted in both innovation and social responsibility.

As we look toward the future, we are reminded that true progress is never linear; it is made possible by those who dare to reimagine what's possible, pushing the limits of what we know and continuously seeking ways to improve. The stories shared in this edition reflect the perseverance and visionary thinking needed to leave an enduring mark on the world. Let these transformative journeys fuel your own ambition and inspire you to think bigger, act bolder, and lead with greater purpose in the years to come.

**Enjoy your read!**

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# Cover Story



# David Fiorucci

Founder & CEO of LP3 AG

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*"Leadership is about  
creating a movement of  
shared purpose, inclusivity,  
and empowerment."*

# DAVID FIORUCCI



COVER STORY



## A Journey of Leadership and Innovation

My professional journey began over 30 years ago, rooted in a fascination with leadership and organizational dynamics. Initially trained as a chemical engineer, I found that traditional hierarchical structures often hindered innovation and collaboration.

This realization led me to pivot from engineering to leadership development, ultimately founding **LP3 Ltd** in 2016. The aim was to challenge existing leadership models and replace them with more adaptive and collaborative systems that empower individuals at all levels of an organization.

The result was the creation of **Octocracy**, a leadership model inspired by the adaptive intelligence of the octopus. It combines agility, psychological safety, and distributed leadership while maintaining a unified central vision, enabling organizations to function dynamically while ensuring cohesion. My motivation for pursuing

this path was to create frameworks that enhance organizational efficiency and empower individuals, creating environments where teams thrive in collaboration rather than top-down command.

## Revolutionizing Leadership with Octocracy

As the CEO and Founder of LP3 Ltd, my role involves leading the strategic direction of the company and driving innovation in leadership models. One of our primary initiatives is the **Octocracy framework**, which merges autonomy with centralized guidance, enabling teams to operate independently while aligning with the organization's central goals. This allows organizations to function in a more agile and dynamic way, responding quickly to challenges while maintaining clarity of purpose.

A key component of Octocracy is the **888-principle**, a roadmap for its implementation. This principle emphasizes clarity of intention,



*True innovation comes from empowering individuals at every level of an organization."*

# VISION FOR THE FUTURE

*Looking ahead, I see LP3 becoming a global leader in leadership transformation. My goal is to establish Octocracy as a global standard for leadership, scaling its impact through digital tools and strategic partnerships. I envision a future where organizations operate as ecosystems of empowered, purpose-driven individuals who work together harmoniously to achieve shared goals.*



*The future of business is a future of empowered,  
purpose-driven individuals working in harmony."*



**"Leadership should be a dynamic force—guided by clarity, autonomy, and psychological safety."**



employee autonomy, and psychological safety, helping individuals within the organization make decisions that align with overarching goals. Additionally, our training modules integrate hands-on, visual methodologies that simplify complex ideas, making them accessible and engaging. This ensures that Octocracy is not just a theoretical model but one that can be practically applied to create tangible outcomes.

### **My Approach to Challenges**

My working style is adaptive, intuitive, and collaborative. When faced with challenges or unfamiliar tasks, I combine structured decision-making with intuition. I rely on early-day

reflections, feedback from trusted advisors, and my own instincts to guide me through difficult decisions. Over the years, I've learned that clarity and simplicity are crucial in problem-solving. Breaking down complex issues into manageable pieces allows me to approach them with greater ease and focus.

I also recognize the importance of input from others. While I lead with confidence, I actively seek diverse perspectives to ensure that the decisions I make are well-rounded and informed. By fostering a culture of collaboration, I am able to address challenges in a way that integrates the strengths and insights of those around me.



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*"Sustainability in leadership isn't just a goal, it's a continuous journey toward meaningful impact."*

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### **Lp3 Ltd's Unique Approach**

At LP3 Ltd, we specialize in leadership development, organizational consulting, and the implementation of Octocracy. Our services include tailored workshops, online assessments, and tools such as the **LP3 Quickscan**, which measures organizational alignment across leadership, teams, and partners. These tools are designed to provide actionable insights that help organizations assess and improve their leadership practices.

What truly sets LP3 apart is our commitment to simplicity and coherence. We focus on fostering a shared language across the organization to ensure that everyone—from leadership to team members—understands the company's strategic goals and how

to achieve them. By creating an environment of psychological safety, we enable individuals to freely share ideas and challenge existing assumptions, helping organizations align their operations with their strategic objectives.

### **Overcoming the Challenge of Introducing Octocracy**

Introducing the Octocracy model into a market already flooded with leadership theories posed one of my greatest challenges. Many were initially skeptical about decentralizing leadership and embracing a model so different from traditional structures. To overcome this, we focused on demonstrating the practical value of Octocracy by presenting case studies and real-world examples that showcased its effectiveness.



We also used measurable outcomes to prove the success of the model, ensuring that the results spoke for themselves. This experience taught me the value of persistence and adaptability, as well as the importance of building credibility through tangible results. Over time, skepticism turned into recognition as organizations began to see the positive impacts of Octocracy.

### Holistic Problem-Solving Approach

When it comes to problem-solving, I take a holistic approach that balances

analytical rigor with intuitive insights. I consider several factors, including the alignment of the decision with organizational values, feedback from diverse stakeholders, and the long-term strategic goals of the company. This balanced approach ensures that the decisions we make are both well-informed and strategically sound.

In my decision-making process, deadlines create a sense of urgency, but I also find that stepping away from the problem—whether through physical activities like cycling or through

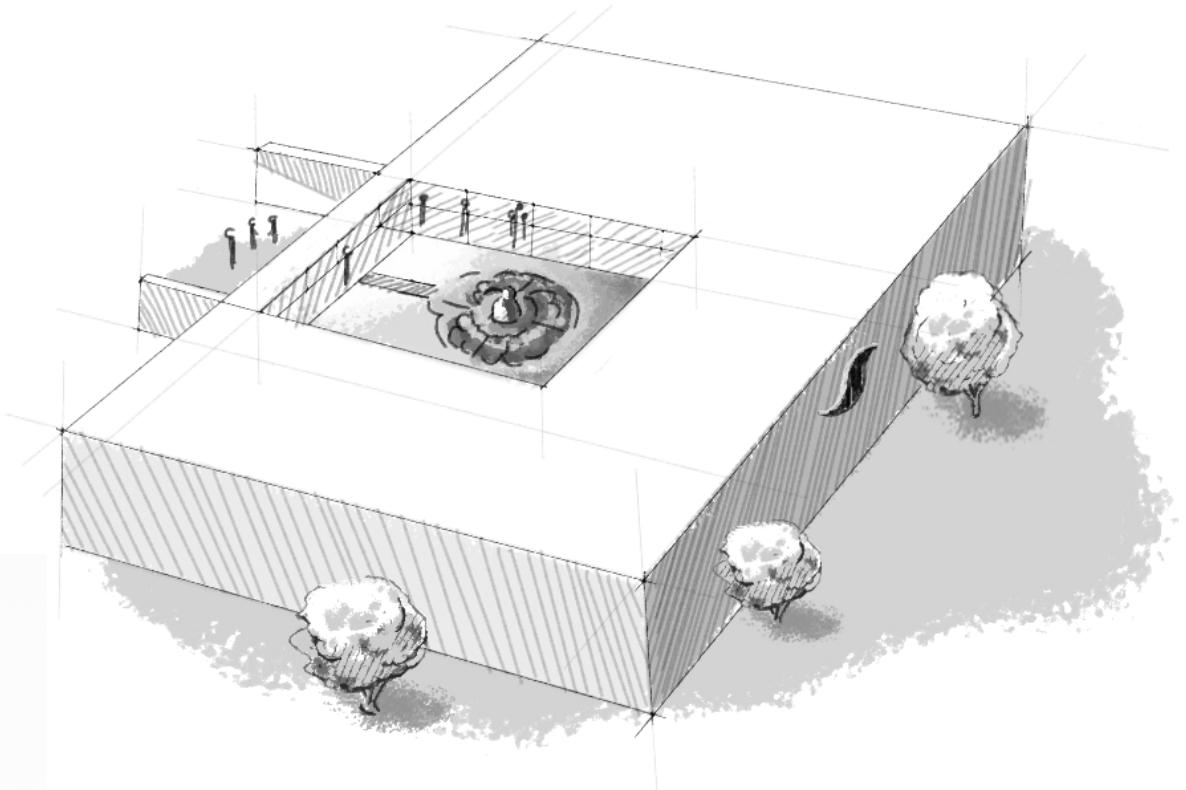
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*The best way to predict the  
future is to create it.*

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**David Fiorucci &  
Thomas Nast, co-authors  
of the book OCTOCRACY,**



### ► Sketch of the cloister of suspended time

reflection—allows me to approach challenges with fresh perspectives. This holistic mindset has helped me navigate many complex situations with clarity and confidence.

#### Prioritization and Work-Life Balance

Prioritizing tasks effectively is essential to managing multiple initiatives. For me, prioritization involves assessing the potential impact of each task and ensuring that my efforts are focused on areas that will generate the greatest value. At LP3, I delegate responsibility to a network of local hubs and partners, ensuring that each initiative is aligned with the company's strategic vision while empowering others to take ownership.

Maintaining work-life balance is also crucial. I make a conscious effort to allocate time for family and personal growth, recognizing that these aspects of my life contribute to my overall well-being and leadership effectiveness. By balancing professional commitments with personal time, I ensure that I am able to lead with energy and purpose.

#### Adapting to Industry Trends

As we look toward the future, several trends are beginning to shape the leadership landscape. One of the most notable shifts is the move toward flatter organizational structures, where power is more distributed, and decision-making is decentralized. Additionally, digital

transformation is playing an increasingly significant role in how organizations operate, and there is growing emphasis on inclusivity and sustainability.

At LP3, we are preparing for these changes by enhancing our technological offerings and expanding the reach of Octocracy globally. By making our resources multilingual and accessible, we are ensuring that organizations around the world can adopt the Octocracy model and thrive in the changing landscape.

### **Continuous Growth and Learning**

To remain relevant and continue to grow, I believe in the importance of continuous learning. I stay informed by engaging with thought leaders in the industry, attending conferences, and seeking feedback from clients and team members. At LP3, we invest in research and development to refine our tools and approaches, collaborating with AI experts to ensure our strategies remain at the cutting edge.



## A Guiding Philosophy

There is one quote that resonates deeply with me: "The best way to predict the future is to create it." This idea speaks to my belief in empowering leaders to shape the future, not by waiting for it to happen, but by actively creating it. It is a philosophy I live by and one that guides my approach to leadership and innovation.

## A Vision for the Future: The Cloister of Suspended Time

Finally, beyond leadership models and organizational transformation, my ultimate dream is the creation of **The Cloister of Suspended Time**, a sanctuary for leaders to reconnect with their purpose and reset their minds. This retreat will allow leaders to reflect, renew, and embark on actionable transformations. It will embody sustainable design and serve as a space for introspection, helping individuals become more effective and purpose-driven in their leadership.





# ADVICE FOR ASPIRING ENTREPRENEURS

*To aspiring entrepreneurs, I would advise embracing adaptability and resilience.*

*Building a successful business requires hard work, but it also demands staying grounded in authenticity and purpose. Use technology to innovate, but ensure that your strategies are sustainable and ethical. Lastly, don't be afraid to challenge existing norms and pursue bold, transformative ideas.*

## The Cloister of Suspended Time

represents the next evolution of my work, merging my leadership philosophy with a commitment to societal betterment. I envision it becoming a beacon of transformation, inspiring positive change across industries and communities.



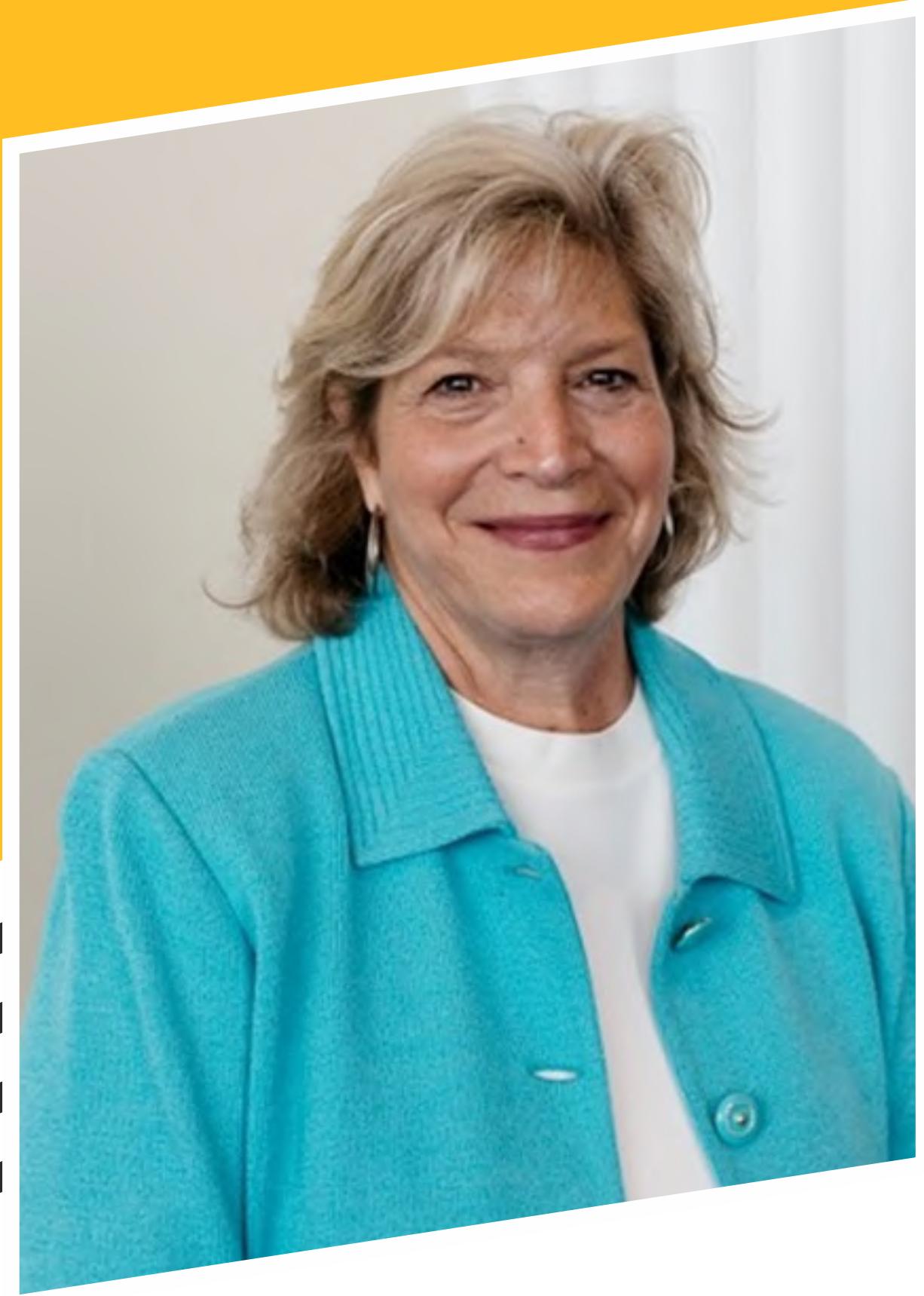


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# DENISE JULIANO

## **Brief us about your professional and entrepreneurial journey. What made you choose your current industry?**

As the Group Vice President of Life Sciences at Premier, Inc. my team, PINC AI™ Applied Sciences (PAS), and I work to bring health systems and life sciences organizations together to accelerate innovation through leveraging data, research and analytics.

The team includes clinicians, epidemiologists, health economists, health services researchers, statisticians and other subject matter experts who share a common goal: helping answer tomorrow's healthcare questions and delivering on the mission of advancing patient care and outcomes.

That's my professional North Star, and this kind of innovation and patient-centered care needs robust and actionable data that can be analyzed effectively and leveraged to guide decision-making. Every day, we are inspired by and committed to helping advance evidence-based practices, interventions and policies into routine healthcare and public health settings to help improve outcomes and the quality and effectiveness of care.

## **Describe your role or working style in a few words?**

My team and I work to develop strategic business

relationships with life sciences companies and providers – and expand opportunities for entities to leverage PAS' relationships, AI-enabled technology and the PINC AI™ Healthcare Database (PHD) to help enhance clinical outcomes – and ensure all populations have equitable access to breakthrough medical products for faster intervention.

## **Brief us about your company and its offerings.**

Premier is a leading healthcare improvement company, uniting an alliance of more than 4,350 U.S. hospitals and health systems and approximately 300,000 other providers and organizations to transform healthcare. With integrated data and analytics, collaboratives, supply chain solutions, consulting, and other services, Premier enables better care and outcomes at a lower cost.

In July 2022, Premier launched PINC AI™ to advance the development and expansion of artificial intelligence (AI) and other cutting-edge technologies to help hospitals, health systems and life sciences organizations improve clinical intelligence and outcomes, financial performance and value-based care.

During my tenure at Premier, I've had the privilege of leading the transformation of the PAS team to position it as a partner for life sciences organizations, government organizations, payers

and health systems to spur innovation and determine evidence-based treatment approaches that can impact communities, improve outcomes and help lower costs.

**What is the biggest challenge you have faced in your career? How did you overcome it and what did you learn from it? did you see what I wrote here?**

I always act with a certain level of urgency. I had to learn over time to have more patience. Taking a step back and taking time to think thorough options is critically important and then move with a sense of urgency.

**Enlighten us about your take on technology. As a modern-day entrepreneur, how are you leveraging the power of technology to the benefit of the industry?**

At Premier, our mission is to improve the health of communities. It's why we do the work we do and it's our "why" behind AI and advanced technology enablement in healthcare.

With its ability to parse through vast amounts of data, glean critical insights, build predictive models, improve diagnosis and treatment of diseases, optimize care delivery, streamline tasks and workflows, and more, many are enthusiastic and eager to explore AI's potential to the fullest. We believe it's crucial for healthcare leaders to evaluate the opportunities and hurdles AI presents or risk facing a competitive disadvantage. The fact is, in healthcare, the pace of change has left providers no choice but to support efficiencies and augment intelligence with technology to deliver better outcomes.

The PAS team has worked to cultivate strategic collaborations and leverage AI-enabled solutions across healthcare in these key areas:

**A. During the COVID-19 Pandemic**

When the COVID-19 pandemic began, it left clinicians scrambling to find a vaccine, and life sciences organizations searching for real-time, real-world evidence. There was a clear need for data to uncover solutions.

The PAS team developed a Special Release of the PHD (the PHD-SR) that included all 2019 data to serve as pre-pandemic baseline and any clinically validated data available in 2020 and forward for use to study COVID-19. Data was utilized to conduct research studies by the Centers for Disease Control and Prevention (CDC), the National Institute of Health (NIH), life sciences organizations and academia with the PAS team collaborating with these agencies to conduct more than 50 essential studies.

**B. In early-stage disease identification**

Oncology care is a continually evolving therapeutic area requiring innovative, technology-enabled solutions to propel patient outcomes forward.

PAS and partners utilized natural language processing (NLP) to identify patients with incidental pulmonary nodules (IPNs) to flag for intervention before potential lung cancer progression, with roughly 152,000 patients caught early. In the study, NLP technology read through 60 million documents representing 6.3 million patients in just three weeks, a task no human could complete at that rapid speed. The PAS team also utilized AI in their

work aimed at optimizing the care of patients with Alzheimer's disease (AD) where the technology searched 20 million documents to identify more than 600,000 patients that had AD, dementia or mild cognitive impairment. Using the data, PAS created a risk model based on commonalities found, conducted research and held discussions with health professionals to build the pathway, which can be used to help:

- Uncover early signs of AD and inform care guidance.
- Identify risk factors and clinical signs and symptoms that are most predictive of subsequent disease development.

**C. Supporting the collection and use of accurate and robust data to advance health equity.**

Clinical and public health researchers are seeking data on social drivers of health (SDOH) including their impact on outcomes, costs, and healthcare resource utilization. With the Centers for Medicare and Medicaid Services (CMS) requiring providers to screen and report on SDOH starting in 2024, information that must be collected includes data on food insecurity, housing status, transportation needs, financial challenges, and interpersonal safety concerns. This data collection, combined with standardized comprehensive data within the PINC AI™ Healthcare Database (PHD), can provide a longitudinal view of the patient journey, illuminating critical touchpoints in care and opportunities to incorporate patient preferences, needs, values, and goals.

#### **D. Improving clinical-trials and increasing diversity.**

In today's world, drugs, devices and therapies can take around 10 years to create and can cost upwards of \$1 billion to bring to market. Adding to the high cost is the fact that more than 80 percent of clinical trials in the U.S. fail to meet patient recruitment timelines.

The PAS team leverages real-world data and evidence and AI-enabled technology to enhance trial recruitment and operations, reach underrepresented populations, lower costs and increase speed to commercialization.

These solutions are enabling clinical trial developers to assess the suitability of sites on a larger scale based on appropriate patient populations, investigator availability, experience in therapeutic area and historical clinical trial performance metrics. Based on this assessment, sites that have the best chance to outperform enrollment expectations can be selected. The PHD can also be leveraged to create synthetic controls arms to accelerate clinical trial timelines while minimizing patient risk.

Cutting-edge NLP algorithms identify and pre-screen potential clinical trial participants using structured and unstructured data sources, including electronic medical records and clinicians' narrative notes in patient charts. NLP can read and interpret more than 2 million records per hour – helping to uncover gaps and disparities that negatively impact the ability to find the right patients for the right trials.

#### **Please share awards and accolades received by you or your organization, if any.**

- **2021 NC TECH Awards Winner:** Innovative Use of Technology, Analytics and Big Data. The NC Tech Awards is North Carolina's only statewide technology awards program that recognizes innovation, growth and leadership in the tech sector and is presented by the NC TECH (North Carolina Technology Association).
- **2022 BWB Awards Winner:** Digital Medicine PINC AI™ Applied Sciences (PAS) and AstraZeneca, along with their partner Clinithink, have been chosen as the BWB Awards winner for innovative use of technology-enabled healthcare solutions in the Digital Medicine category. The BWB Awards highlight biology breakthroughs, digital medicine innovation, diversity and inclusion champions, as well as stand-out

startups, accelerators and world-class research and development incubator programs in the life sciences community.

- **Top 25 Women Leaders in Biotechnology of 2022 – Denise Juliano**

Denise Juliano, Group Vice President of PINC AI™ Applied Sciences, has been recognized by the Healthcare Technology Report for professional milestones achieved, demonstrated expertise and longevity in the biotech field.

- **Fast Company World Changing Ideas, AI and Data, 2021 Honorable Mention**

Premier's syndromic surveillance solution was awarded an AI and Data Honorable Mention by Fast Company, recognized as a project that harnesses the power of data, machine learning or artificial intelligence to understand the world and empower change.

- **Gold Stevie® Awards in 2023 American Business Awards®**

Healthcare Technology Solution (PINC AI™, Premier Inc.'s technology and services platform)

#### **What would you advise to the budding entrepreneurs?**

The best advice I could give to other professionals, would be to stay open to learning something new every day, stay nimble and be willing to change course as needed, and take calculated risks while not being afraid to fail.

#### **What do you plan next to accelerate growth at your organization?**

We expect to see the use of AI in clinical research expand profoundly. Life sciences organizations and clinicians will continue to harness the power of AI to analyze vast amounts of both structured and unstructured data, design successful clinical trials that are diverse and equitable, advance early disease identification and intervention, and reduce disparities in care and promote health equity for all – well into the future.

#### **What is that one quote you absolutely live by or has had an impact on you?**

"People don't care how much you know, until they know how much you care." – Theodore Roosevelt



# DR. CORRIE BLOCK

Dr. Corrie is an engaging, humorous, and exceptionally talented professional. As a business coach, he excels in his field and is deeply committed to assisting individuals through executive coaching. He holds the conviction that his primary mission is to facilitate meaningful work, guiding people to discover significance in their professional endeavors.

Primarily a practitioner, Corrie possesses a strong academic inclination. He is a genuine collector of degrees, having earned a Master's in both Business Administration and Global Leadership, a Swiss DBA, and a UK PhD, all while maintaining full-time employment.

With the publication of two books, "Business is Personal" and "Spartan CEO," Corrie has established himself as a best-selling author. His thought-provoking articles have appeared in prominent publications such as Gulf Business, Forbes, CEO Magazine, Entrepreneur, MEED, Oxford Journals, and Routledge Academic Books.

Throughout his career, he has offered strategic consulting services to organizations such as Microsoft, the Council of Europe, and the World Bank, as well as to tech start-ups, multinational corporations, and governments across more than 30 countries. Like many successful individuals, Corrie's journey has not been without setbacks; he faced significant challenges, including the collapse of two of his companies. Nevertheless, he viewed these obstacles as minor compared to his overarching vision and successfully established five businesses in Europe and the MENA region. He is also recognized for his innovative product developments and firmly believes that "business is personal," which is reflected in the business show he hosts.

## THE COMMENCEMENT OF HIS PATH

In his youth, Corrie did not envision a future as a coach; rather, he believes that his profession chose him. This

selection was not the result of fate, divine intervention, or cosmic forces. Instead, he was engaged in establishing his own enterprises and guiding his team. His employees found inspiration in his leadership, which eventually attracted the attention of leaders from other organizations who sought his counsel. His recognition as a leadership expert soared when one of these organizations was the World Bank, marking a significant turning point in his life.

## **FOSTERING A COMPREHENSIVE WORK ENVIRONMENT**

Corrie adopts a distinctive methodology characterized by innovative concepts, preferring to collaborate with partners across numerous companies rather than employing a traditional workforce. He advocates for self-management among individuals, asserting, "People are capable of handling their own responsibilities, such as paying bills, fueling their vehicles, organizing travel and social engagements, raising children, managing finances, and pursuing their aspirations... They should be able to accomplish their work without excessive oversight." He cultivates a holistic work culture by treating employees as independent contractors, encouraging them to embrace accountability and fulfillment in their professional roles, akin to their personal lives. If an employee requires constant supervision, it reflects a deficiency in leadership.

## **CREDENTIALS AND RECOGNITION**

Corrie has earned the title of "UAE's Top Business Coach" and has been recognized as one of the Top 10 Business Coaches, a Top 20 Life Coach, and a 2021 Global Icon. He is also a member of the Forbes Coaches Council.

## **DISTINCTIVENESS AND PERSONALITY**

His entrepreneurial philosophy is notably unconventional. While he officially maintains a roster of one employee—himself—he

acknowledges that his achievements are supported by a collaborative team. His strategy involves forming partnerships with various individuals, including a dedicated group of freelancers and trusted collaborators, which he believes has fortified his position as an entrepreneur by working alongside fellow entrepreneurs rather than relying solely on traditional employment structures.

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### 1. The notion of failure is a matter of choice.

Happiness often serves as a diversion from true fulfillment. It is essential to recognize that achieving anything genuinely fulfilling in life demands significant effort. Whether it involves launching a business, authoring a book, completing an academic degree, nurturing a

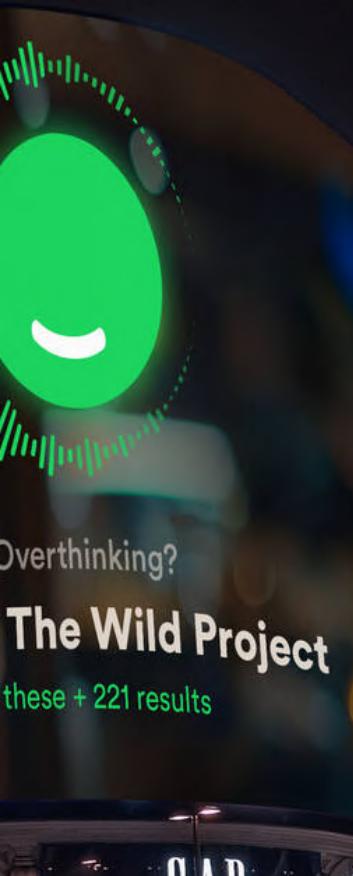


child, or attaining an Olympic medal, these endeavors require hard work that may not bring immediate happiness. As an entrepreneur, Dr. Corrie observes that he experiences happiness only about 20% of the time, with the remainder being dedicated to arduous labor. However, it is this labor that renders entrepreneurship rewarding. The focus should be on the effort expended rather than the fleeting moments of happiness. Dr. Corrie states, "If you seek happiness, indulge in leisure activities like watching Netflix or enjoying fast food. If you aspire for fulfillment, dedicate yourself to hard work." He advises that to attain fulfillment in life, one must become accustomed to investing substantial effort.

### 2. Bankruptcy is a challenge that can be overcome.

Dr. Corrie experienced bankruptcy during the financial crisis of 2008, losing all his savings as his net worth plummeted to zero within a mere three weeks due to collapsing market bubbles. This left him feeling powerless and marginalized. Nevertheless, he managed to rebuild his life from scratch, only to face another setback in 2016 when his company, in which he had invested everything, fell victim to an unrelated scandal and ultimately collapsed, resulting in another total loss. At this point in his career, he found himself borrowing money from his grandfather to meet his expenses, feeling both embarrassed and despondent.







# PAUL GUENTHER



“Our Creative,  
Innovative, And Data-  
Driven Marketing  
Techniques Are Built  
For Brand Growth.”

Paul Guenther, the President & CEO of Knowledge Hub Media, has been a pioneer in transforming B2B advertising with innovation. Since the company's launch in 2009, he has led it to extraordinary growth.

Knowledge Hub Media specializes in B2B advertising and marketing services, including lead generation and content syndication. They provide highly focused leads for clients through assets like white papers, webinars, and case studies. Most of their clients are firms in the software and technology sector.

Over the years, Knowledge Hub Media has achieved many noteworthy things, including being recognized as an Entrepreneur Magazine Entrepreneur 360 firm and appearing on the Inc. 5000 list three years in a row.

As CEO of Knowledge Hub Media, Paul has to wear multiple hats. It's not just about making key decisions; it's about vision. An innovation he's particularly proud of is their foray into big data and analytics, which is reshaping how they

THE



micro-target their campaigns and comprehend market demands.

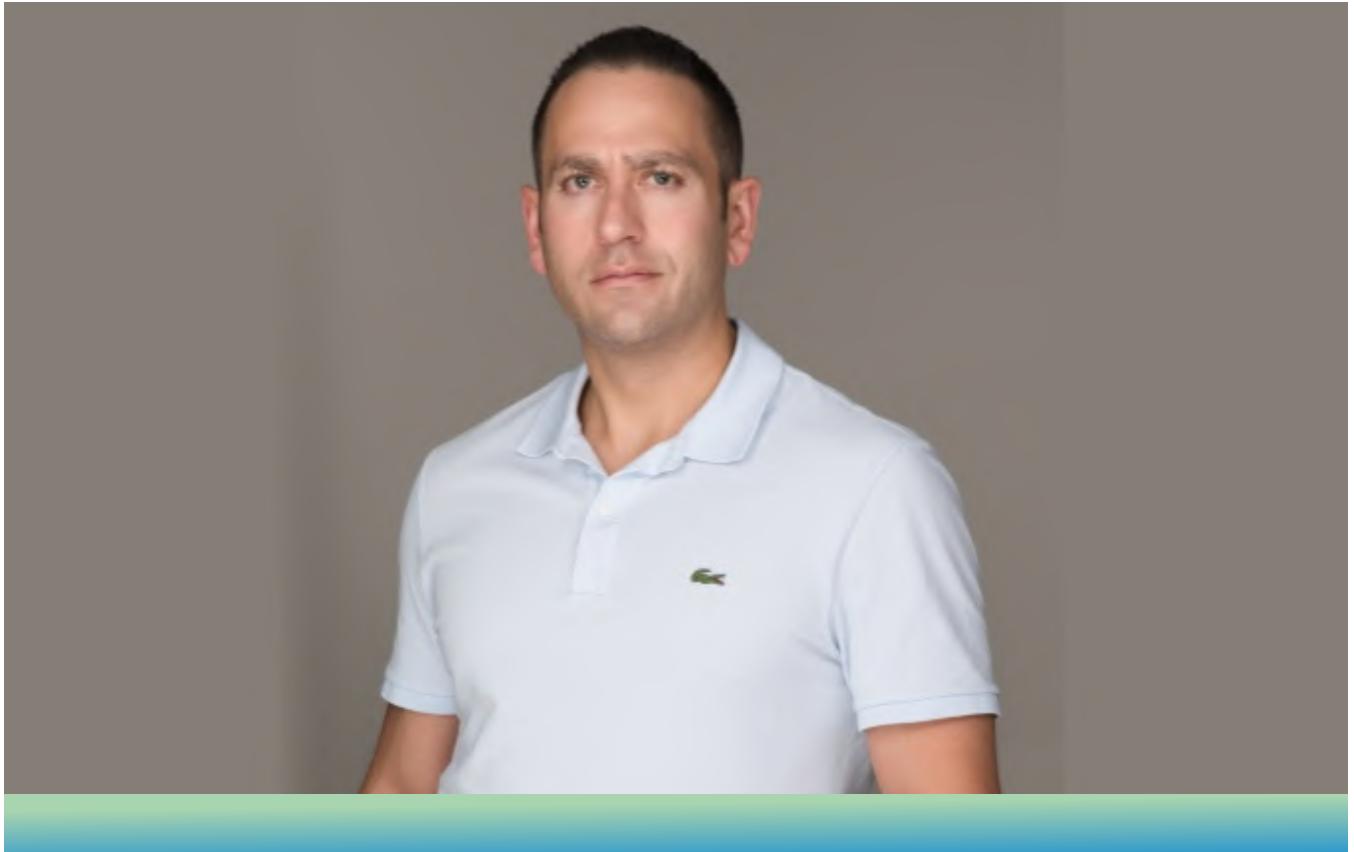
Paul has embraced technological advancement, distilled it, and integrated those insights into the company's service offerings, pushing the envelope to keep them ahead of the curve.

Here's an excerpt from an interview with Paul Guenther.

**Give a brief overview of your professional journey. What made you choose your current industry?**

Paul: My professional adventure has been a very fulfilling one to this point. Starting after graduation from Penn State University in 2006, where I secured my Bachelor's degree, I embarked on a career filled with rapid changes. "Job Hopping," some might call it, but I view it more as a quest for my passion. Different industries gave me insight, but none stuck, none fulfilled... until I carved out my own path in B2B advertising and marketing. It was as if every job, every role, was a puzzle piece leading me to my true calling—founding Knowledge Hub Media. I quickly learned that my penchant for technology and demand generation was more than just an interest; it was a thriving ecosystem where I could innovate and lead.

**Describe your working style in a few words. How would others define your communication style?**



Paul: I would say that at the end of the day, my number one working style trait is my determination. When I say I am going to do something, I do it. It might not always be as quickly as I'd like it to be, but to me, there's something to be said about always following through on your word and so I focus on that a lot. I would also say my approach involves being detail-oriented and strategically flexible - a blend that is important when you are trying to nurture a startup into a "real company". Colleagues and clients have come to expect meaningful communication from me... Which is awesome, because that tends to be the way I do things! I provide rationale, share insights, and ensure everyone's on the same page. Honest, strategic, and sometimes formidable, my communication style is rooted in achieving clarity and progress.

**Brief us about the services provided by your company. How does your company uphold its uniqueness in the market?**

Paul: Our company doesn't just generate leads; we forge connections. We take pride in offering tailored demand generation and content syndication services, with a nuanced approach for every client. Whether it's through precise targeting, engaging global markets with localized precision, or achieving exact timing for maximum effect—our campaigns are crafted for impact. This bespoke service is our promise, our differentiation. We're not here to merely compete; we're here to lead and redefine.

**What is the biggest challenge you have faced in your career? How did you overcome it and what did you learn from it?**

Paul: The monumental challenge for me was transitioning from an employee mindset to that of a company founder. Launching Knowledge Hub Media wasn't just about starting a business; it was about revolutionizing an industry. The learning curve was steep, capital was crucial, and the risks



were significant. I steered through this with a cocktail of tireless efforts, strategic pivots, and a learning appetite. The biggest lesson? Resilience. Entrepreneurship isn't linear; it's a series of trials and triumphs, demanding not just physical effort but also mental agility. These experiences have sculptured not just the enterprise that Knowledge Hub Media is today, but in many ways, also the persona that I have become. Growth is not a destination; it is a continuous journey through challenge and change.

#### **Enlighten us about your take on technology. As a modern-day**

#### **entrepreneur, how are you leveraging the power of technology to your organization's benefit?**

Paul: My approach to technology is pragmatic and forward-thinking. The correct application of technological solutions is the cornerstone of my company's success. At Knowledge Hub Media, we've harnessed the capabilities of big data to refine and focus our B2B advertising strategies. With tools like Intent DataCloud – our 100% proprietary internal intent data analytics system – we analyze digital behaviors to pinpoint when and where active demand

is surging for particular technological solutions. Technology is not merely an enabler but a growth accelerator for us. It allows for meticulous micro-targeting that delivers robust and actionable insights, ultimately providing value to our clients and driving their marketing initiatives with precision.

#### **What do you see as the biggest trends in your industry for the next 5 years, and how do you plan to prepare your organization for them?**

Paul: Looking at the horizon of the next five years, I anticipate

that demand generation and data analytics will continue to dominate our industry, along with an increased emphasis on AI and machine learning. We're already seeing the immense potential of generative AI and its applications within our field. My plan for Knowledge Hub Media is to stay agile. Being ahead of the game means we develop our own internal analytics, consistently innovate, and anticipate the needs of our audience and clients. As technology advances, so will we – at least five years more advanced as a company, paralleling if not outpacing technological growth itself.

**What, according to you are the challenges hindering the progress of your industry and the potential solutions?**

Paul: One of the principal challenges we face is staying current in an industry that's evolving at breakneck speed. The rapid progression of technology can outpace the skill sets available in the market. To mitigate this, I believe in investing heavily in employee training and development, ensuring our team is as cutting-edge as our services. Another challenge is data privacy concerns which are becoming increasingly prominent. Here, transparency with clients and adhering to ethical data practices is the key. Upholding and advocating for stringent privacy standards are not just good practice; it's essential for trust and sustainability in our line of work.

**What do we expect from you and your team in the next few years?**

Paul: Two letters – AI. Over the next few years, you can expect relentless

WITH REFRESHING,  
CAPTIVATING, AND  
UNCHARTED CONTENT  
STRATEGIES,  
KNOWLEDGE HUB MEDIA  
CREATES HIGHLY  
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ADVERTISING  
PROGRAMS."

innovation from my team and me. My focus is to add new members to our team, create pioneering products, and cultivate new technologies that give our clients a definitive competitive edge. The plan includes breaking into new realms like video content and expanding our range with generative AI applications. Expect unique, practical AI applications that revolutionize business process automation and content creation, particularly for SMBs.

**What is that one quote you absolutely live by or find helpful?**

Paul: The mantra I live by is relatively simple, I think: "You either believe that you can or you believe that you can't – and you are right either way." It speaks to the mindset that is the bedrock of entrepreneurship. This quote is a daily reminder that attitude and belief are the bedrock upon which all success is built. It's a quote that underpins each decision, reaffirming the belief that with the right outlook, we can traverse any challenge and trailblaze new paths to success.

# ROBERTA PERRY

Sincare is supposed to be a regime that rejuvenates not just your body but also stirs your heart to pleasure. Because who doesn't like to own naturally beautiful skin? So, we march on towards the product shelves at the supermarkets, both physical and virtual, to seek that one fine product that will help us in our beauty conquest.

However, many trials and errors later, some of us still keep looking for that elusive product. We often have to go through a lot of unasked pain, irritation, rashes, and breakouts to realize that what's in those jars is not what is promised. Often laden with unnatural products and sometimes harsh chemicals that do more harm than in the later run, commercial beauty products often break our dreams of having good, healthy skin and sometimes even bank balances! For Roberta Perry, however, the search turned into research that led to her realizing that sometimes, you need to take matters into your own hands, trust Mother Nature, and put in all the skills you have to achieve what you set out for.

In 2006, Roberta, after much research and experimentation, finally found a solution for her dry, itchy skin that worked wonders not just for herself, but also those around her. This led to her establishing her now amazing company, ScrubzBody. So, here's Roberta's story of finding herself, her determination, making promises of natural, good, and effective products, and keeping the promise!

## **Give a brief overview of your professional journey. What made you choose your current industry?**

It was more than it found me. It was 2006. My skin was really dry and flaky and literally peeled when I scratched it. I was busy with my work, my kids, and home and forgot to take care of myself, using the harsh deodorant soap my husband liked and never taking the time to moisturize or properly pamper my skin. When I was in a meeting and scratched a dry spot till it bled, I knew it was time to get some products to help. I walked into my local skincare store and the sales manager handed me a salt scrub. I had never used one before and was excited at the



**Ensuring Simple, Natural, Efficient Care for Every Skin**



prospect of shedding the dead skin. Without thinking, I used it on my body and enjoyed it, until I hit the spot that I had caused to bleed earlier. It was raw skin and the salt scrub was burning and making my eyes water. I vowed to never use a salt scrub again. This, however, put me on a quest for the perfect scrub. After trying upwards of 20 different brands, I realized I could make one better myself, and I did.

My late sister, Michelle, had some retail experience, so she helped at craft fairs and holiday boutiques. My own past graphic

design experience had me setting up the website and creating our first brochures and labels for the jars. I did it fast so I made plenty of mistakes and kept learning along the way.

As we evolved our look streamlined and our line added complimentary products like OilzPlus+ Lotion and Bye Bye Bagz Eye and Face Cream. We started "Make Your Own Scrubz Parties" to cater to young and old alike. We sell at our Main Street retail shop, and online, and also have a wholesale and private label business.

We slowly built an audience and grew from there. We turned from only wholesale and online retail to store retail and online retail, with a smaller wholesale/private label business model, preferring to get to know our customers one by one.

**Describe your working style in a few words. How would others define your communication style?**

My overall work style is light and loose because I tend to be a bit of an "oh look, it's a squirrel" and get lost on something else as I strive to remember what I was working on in the first place. Yet, I have certain things that are scheduled and keep me accountable.

For example, I am really great at sending weekly emails. It keeps customers in the loop and is a once-a-week reminder to them that we exist. It lets our list know about specials and events at our shop. It is our one-on-one way to communicate and it's the best marketing tool we use. Social media is for hellos and



pictures and reminders, but email is for sales. So, because of this, I schedule the emails weeks in advance so I know that no matter what is going on in my life, whether I am on vacation or have a family emergency, my weekly letter will go out.

Luckily, my VP/Production Manager/Best friend Wendy keeps the production part of the business running smoothly. Together, we basically work the lighter side of 2 full-time jobs and manage to run the business with some occasional part-time help. It allows for work/recreation on a weekly basis. This is the balance I need for my own sanity and for the errand availability for my aging mom.

### **What unique or fresh ideas have you introduced in your capacity?**

What I love about my business is that it is a combination of “rinse and repeat” as far as product and the day-to-day ritual of running the business. Yet, because we are

people-centric more than product-centric, any number of things can change depending on who walks into our shop that day, or who calls or emails us. It really keeps things fresh!

“Make Your Own Scrubz” Parties have customers creating a signature scent of our sugar scrub, getting pampered, and learning about how fragrance blends. Shipping the boxes out as “Make Your Own at Home”, for people who can’t make it to the store, is another part of that same idea. We recently introduced Smarty Pitz deodorant based on and made for us by the original owner of Smarty Pits. Her former customers and mine are really loving it!

### **Brief us about the services provided by your company. How does your company uphold its uniqueness in the market?**

Our company creates sugar scrubs, lotions, balms, and things like that. We also have shampoo and conditioner, and as mentioned

above, deodorant.

What we really sell, however, is pampering. Self-love and kindness are directed at ourselves. We can't stress that enough. It just happens to come in jars and bottles. We keep ourselves unique in that we offer customers over-the-top service. Too many businesses are treating people poorly and with disregard. I always say that the first sale is nice, but the second sale is a reminder that you did something correctly the first time. And so on and so on.

This makes each customer feel special and seen and heard. We also make products, like our lotions and balms, that last for months because you only need a little.

We also host the Make Your Own Scrubz parties and the occasional lecture, so that adds another dimension to our individuality.

### **What is the biggest challenge you have faced in your career? How did you overcome it and what did you learn from it?**

Naysayers.

When I went full-time freelance in my design career, a couple of people thought they knew it all and tried to talk me out of it. “Get a job,” they said. I almost believed them. I freelanced for 16 years. And when I launched ScrubzBody I really pounded the pavement to prove wrong anyone who thought it was too difficult and too expensive to start a business.



**Enlighten us about your take on technology. As a modern-day entrepreneur, how are you leveraging the power of technology to your organization's benefit?**

I love certain apps and programs more than others. Don't we all?

The downside is when I post something on social and stay there too long.

The upside is that I get to introduce others around the country and even the world to our products and philosophy.

I use things like Dropbox for efficiency and Adobe Acrobat, Illustrator, and Photoshop for my business writing, photos, and design. I particularly love how easy it has become to create a new website on WordPress or keep the one you have updated with the latest pictures and information.

**What do you see as the biggest trends in your industry for the next 5 years, and how do you plan to prepare your organization for them?**

Trends come and go but good solid, simple skincare stays.

There are boxes of cleansing pads, jars of over-hyped creams and serums, let alone all the money spent on plastic surgery and Botox, etc. that seem to be "OMG this is it" type situations. But when the hype runs out, the simple comes back in style.

So, we just keep producing the best we can and will hire extra production people as the need arises.

**What, according to you are the challenges hindering the progress of your industry and the potential solutions?**

One is an oversaturation of products and the non-deliverable promises. It makes the rest of us work harder to prove our truths.

Another is an industry that seems to punish the small, more natural, and holistic products over the hyped large company brands. That makes it about marketing, not great products.

My solution is to keep doing more of the same in regard to product quality and excellent customer service. There is a reason our people come back and it's not because of price. We listen to their needs and skin issues and cater products to them. We serve customers like no large corporation can and it shows.

**What do we expect from you and your team in the next few years?**

For ScrubzBody it will be much of the same, only more of it if we have anything to do with it. I just love being a small business owner in the middle of a thriving Main Street. I love knowing our customers and sharing in their joy as they begin to see the difference in their skin.

I love our private label business and I have recently started mentoring other business owners who want to start a skincare line.

<https://scrubzbody.com/product/wholesale-private-label/how-to-start-a-scrub-skin-care-biz/>

**What is that one quote you absolutely live by or find helpful?**

I really refer to many quotes, but particularly love the following:

"You teach best what you most need to learn" — Richard Bach

"W.A.I.T." – Why am I talking? — Anonymous  
"I learned to love the journey, not the destination. I learned that this is not a dress rehearsal and that today is the only guarantee you get." — Anna Quindlen

"Those who mind don't matter and those who matter don't mind." — Bernard Baruch

"Learning is finding out what you already know. Doing is demonstrating that you know it. Teaching is reminding others that they know just as well as you. You are all learners, doers, teachers." — Richard Bach



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