

Sheila Shechtman

The Giver /50s/ Founder & CEO, GiftCorp / Hartford, Connecticut

Rebecca Spaquolo February 2007

Sheila Shechtman founded Giftcorp, a gift & marketing solutions company, in 1993. Within 10 years, her company had moved into a 40,000-square-foot facility and was shipping out 5,000 to 8,000 individually wrapped gifts a day during holiday seasons. Giftcorp's revenues have increased by 60% annually over the past three years, and it maintains a prestigious client list of many Fortune 1000 companies.

MY ASPIRATION:

I love what I do, because it's part of who I am. I hope to always have that passion remain a part of the equation in whatever I do.

MY INSPIRATION:

I'm an identical twin, so I've always been motivated to create my own identity. My family has inspired me more than anything by encouraging my creativity.

WHY I'M A SUCCESS:

Because I never gave up, and because I learn from my mistakes rather than defend against them.

HOW I DID IT:

I expanded again and again by continually focusing on niche markets with customizing and branding, and I surrounded myself with amazing people.

WHAT I'VE LEARNED:

As mass-marketed as our world has become, relationships are still the fuel that drives the engine for this company.

“ I love what I do because it's part of who I am. ”



Photo by Elizabeth Young

WHAT I KNOW:

What I know is what I don't know. I built this company with blood, sweat, and tears, but I recognize that my talents lie in certain areas. I have let go and allow others to bring their talents to the table as well.

WHAT'S NEXT:

We're expanding to a new 50,000 sq. ft. facility in June of this year.