

meet

# Nicole Schmied

Nicole (Ruiz) Schmied is a four-time entrepreneur and the CEO and Founder of SmartCookie Media, and the Creator of the podcast, **THE SERIAL ENTREPRENEUR SHOW**, so she knows what it's like to have a few balls in the air. Through workshops and done-for-you services, her team creates marketing results in as little as a day.

From business owners, politicians, and other go-getters, she has worked with clients across the US, Canada & Australia.

Nicole is a first-generation American who lives outside of Chicago in NW Indiana with her husband, Kyle, and their two sons, Luke (6) and Will (2).



## Connect with Nicole



[nicole@smartcookiemedia.co](mailto:nicole@smartcookiemedia.co)



[www.serialentrepreneurshow.com](http://www.serialentrepreneurshow.com)



[@nicole\\_schmied](https://www.instagram.com/nicole_schmied)



[/in/nicoleschmied](https://www.linkedin.com/in/nicoleschmied)



[/smartcookieentrepreneurs](https://www.facebook.com/smartcookieentrepreneurs)

## Suggested Topics

- Personal Branding: An Asset for Employers & Employees
- How Data Tells a Story (& What to Do with Yours)
- Why Business Leaders Need to Hire or Fire (Faster Than They Do)
- Do's & Don'ts of Managing a Remote Team

## Suggested Questions

- What's the #1 thing that stays the same in a marketing plan?
- What are the key metrics that no one is talking about?
- How to time your hiring decisions in tough markets?
- What are your best tips to set up a remote team for success?

