

Illuminating Your Entrepreneurial Self with Carolina Campbell of Illuminate Consulting Group

Emily Merrell

Welcome to the sixth degree podcast, the podcast where we grill our guests about the things that make them tick and find out how human connection plays a role in their life. I'm your host, Emily Merrill. Hello, and welcome back to the 60 degree with Emily Merrill, the podcast where we grill our guests about the things that make them tick, we find out how human connection plays a role in their life. I'm your host, Emily. And today I am super excited to have my friend Carolyn Campbell and founder of the illuminate consulting group with us, Carolina. Welcome to the show.

Carolina Campbell

Thanks, Emily. So excited to finally do this. I know it's taken us a while to get this on the calendar. so psyched to be here.

Emily Merrell

I'm so excited to and it's funny to think about the trajectory of our relationship to our friendship. Yeah, the very beginning. The first interaction I had with you, I think, was a text message saying, Oh, my gosh, I can't make it to the event. I have a flood. And this is when we had in person events, you remember that?

Carolina Campbell

Yes.

Emily Merrell

And then I was staying at a girlfriend's house. I have a dear friend two houses me which was so nice friends with extra bedrooms, and you came over and you brought champion, and cookies. And it was such a nice delight and also something that I so take for granted. Now.

Carolina Campbell

I know we totally connected it was so nice. And I feel like that was probably right before COVID started. And you were down here from San Francisco. And we were at Liz's house, just you know, wrapping away. And I think we had one event and I feel like a couple weeks later, obviously, the world changed pretty dramatically.

Emily Merrell

I think it was the week of your very first event that you were able to make to make it to it was that next day, I went back to San Francisco from LA. And they were like, people are hoarding toilet paper. And I thought everyone was nuts. I was so I like don't even typically take public transportation here. But I was like, I'm gonna take public transportation this week, just to prove that people are crazy.

Carolina Campbell

Yes, I even actually think now that I think about it a little more. Um, I had mentioned to someone that I was going to this event, I think it was the Venice one. And this again, this was like justice, things were happening. And this particular friend was like, I don't know, if you want to do that, like people are meeting in groups. And I was like, What are you talking about? Like, this is crazy time.

Emily Merrell

If I there was a woman who had me send her pictures of the venue to see how big it was for like ventilation. And she said it was too narrow and she cancelled her ticket.

Carolina Campbell

Wow,

Emily Merrell

yeah so crazy. And here, you know, we had a friend come back from Italy, who was at that event, and I was hugging and

Carolina Campbell

oh my god

Emily Merrell

we're so lucky. We didn't get sick.

Carolina Campbell

Thank god right, we are so blessed. We gotta you gotta safe and healthy.

Emily Merrell

count those small like little Mrs. moment.

Carolina Campbell

But I'm glad we got to at least meet in person because we've Of course connected so much virtually. But at least we have both connections now.

Emily Merrell

Exactly, to put a real body to to my mind or face code name or whatever it is now. Um, but Okay, so Carolina, what I love about you is are two things, one that you understand the New York City like hustle and you've made that switch to LA and two, you went from like this very intense background in banking, and you gave yourself a break. So can you tell us a little bit more about your lifestyle change that you made? And like what your catalyst or aha moment was when you made it?

Carolina Campbell

Oh, absolutely. And I know, you've heard a lot about this trajectory, which you know, has evolved in the last year. But yes, as you mentioned, my background is banking in New York City. I spent 21 years in New York working on a few different investment banks. And definitely, you know, had that life. You know, it was a hustle. It was frenetic. It was busy, it was very achievement oriented. A lot of travel, a lot

of, you know, high expectations, all of the things that you sort of think about with a very busy life in New York. And, you know, in some ways, very much like the movies. I hate to even say that, but it's like the total cliché of what it is. In fact, I'll digress very, very briefly here, but I recently came across the show on Amazon Prime called industry, and it's not really well marketed, if you will, I sort of stumbled across it. But what I'll share is that it is a fictional account of what life on a wall street trading floor is like, and it's my Nice meaning it's not some like 1980s you know, Gordon Gekko Wall Street type thing where it's like super exaggerated, this is very recent. And long story short, I watched a couple episodes and like, my mind was blown, I couldn't get over how accurate and very similar to be, you know, real life experience it was. So if anyone out there really wants to, like, truly see what life is like, go watch that show or at least a couple episodes and it's a really, really good depiction. So, um,

Emily Merrell

PTSD watching it?

Carolina Campbell

Totally. Yep, that was the next thing I was gonna say it totally brought back some PTSD. I literally, like it was one of the nights where I was like, I'm not gonna drink tonight. And then all of a sudden that like, was running to the fridge to like, pour a glass of wine. I was like, Oh, my God, this is so accurate. It's like eerie and crazy. And I just started having flashbacks it was it was wild.

Emily Merrell

What led you into banking in the first place?

Carolina Campbell

Yeah, great question. I obviously get asked that a lot, just you know, in general, but, um, I always knew I wanted to work in finance. Um, I think early on, when you aren't really in that world, you're not exactly sure what that means, right? You just sort of have this illusion. Um, my mom was really a very big example. And catalysts for me in my life, she was a business owner, and you know, a significant contributor to the household and a super successful female. So I always had that, you know, mindset of woman working and being a contributor to the household. Um, and so when I went to university, I went to Villanova. And they had a particular, you know, Business School. And so I applied there, and I got in, and it was like, the trajectory was to just go to Wall Street, you know, in New York. And I followed that path.

Emily Merrell

That's, and so then when you got to LA, you kind of were derailed from that path, like you, you had gotten out. Thank you trajectory. And did you anticipate during your move that you were going to go back into, like, the LA version of thinking, or what were you? What were you thinking when you moved out here?

Carolina Campbell

Yes, great question. Um, it definitely was a few years in the making, in terms of the actual, you know, physical move to LA, I had wanted to change up that life for quite some time, and wasn't quite sure how that would happen, and what that would look like, and, you know, it's not super easy to just be

impulsive, and you know, quit a really good job that you've spent your whole life building. Um, but I knew that as I started to just evolve in my career become more senior, there were things that I wasn't loving about the way I was treated, the way it made me feel, you know, even as a senior woman who was doing really well, from a commercial standpoint, and you know, doing really well, in my work, I started to feel like I was losing myself a little bit, and losing, you know, that sense of self worth that I had. And I knew that that was not sustainable. Right, I knew that that was just something that I didn't want to have forever. So when I finally made the transition to LA last year, this was pre COVID. Of course, I did, you know, back to your point, think that I would land in a role that was sort of the LA version of Finance. And for those of you who know, you know, the the financial space and the ecosystem here in LA, it's pretty private market dominated. There's a lot of private equity firms and, you know, private capital here, and a lot of entrepreneurs who are seeking, you know, support and capital to be put into their business. So, so, yes, I thought that I would, you know, land in a space that fit my past skill set a little bit different than the, than the, you know, crazy rush of New York. And, of course, LA is a different version of New York in many ways. Um, and I think I know, I've shared this with you many times, I really wasn't finding anything that I felt super connected to, from, you know, a career standpoint. And because I had been through so much, and really, you know, wanted to be I wanted to be mindful and thoughtful about what my next move was, I didn't want to just take a role that felt appropriate. I want it to be super thoughtful about it. And, and then, as I mentioned to you many times upon that journey, I was meeting these amazing female founders, a lot of them who I met through six degrees, and through your network, which has been amazing. And I realized there's such a need in the marketplace to help support these people. Amazing, smart female founders who are creative and successful, but perhaps don't have the business acumen to help them grow their business. And as I had these conversations, I heard a lot of women Tell me, you know, I'm looking, I'm seeking investment capital, I'm looking for funding, I'm walking into this boardroom, and it's a roomful of men. And here I am, you telling these men about a beauty product, which they will never use. And so that just turned a light bulb on in my head one day, and that was earlier this year. And I said to myself, you know, my skill set would help me would help these women. And my skill set could be put to good use and supporting them and helping them you know, get to the right strategic point where their business is attractive to investment capital. And they don't have to spend the money to hire a full time employee to do so they could just pay some, you know, someone like me an outsourced retainer. And I, as you know, beta tested that for several months in the marketplace and spoke to a lot of women and a lot of different founders across the board all genders. And I found a lot of support for the idea. So then COVID happens. And as I've mentioned to you, you know, that was a big turning point, because obviously, the world was at a standstill. And most people, you know, we're not hiring at that point, they were just looking about, you know, looking how to survive and thinking about how to keep it together themselves. So that, for me was a very pivotal moment in trying to put myself in the driver's seat of the next phase of my career, and not just say, Well, you know, I'm just going to wait it out and see and what the hiring market is, like, in a few months, and I realized and, and just thought long and hard about that. And I didn't want to be in that position. So that's what the genesis of starting ICG or illuminate Consulting Group was about. And, you know, we spent the summer in the last few months, really solidifying it and growing and getting our name out there and trying to help as many founders as we possibly can. And it's been, it's been awesome so far,

Emily Merrell

I love that you are able to take the COVID for example, like, which is terrible and horrible. And so many awful things have happened to first but like, find the silver lining of it and be able to test and try this product that you might not have had the courage or you might not have ever gotten around to creating had you just landed that, that job, you would have just perhaps just kept going on like autopilot, this is what I'm good at, this is what I'm supposed to do. But then COVID kind of created this like precarious position for you to be in to, to push you out of your comfort zone in a unique way.

Carolina Campbell

I couldn't agree more Very well said, I think sometimes these moments, you know, as challenging as they are, as you mentioned, are catalysts for all of us to, you know, find the silver lining, or like you said get pushed out of a comfort zone that perhaps you wouldn't normally have thought of if you just took you know, a position at a firm that was offered to you and you know, we're paid a good salary or whatever the case might be. And that's all fine too, you know, certainly not not knocking that path. But um, I think for me, in particular, and I'm sure many others out there, it has been, you know, a really, a really important time in life in my life and the trajectory of this business to think about how, you know, again, as a female, you can just put yourself back in that power position of taking control of your own path, your own destiny, and getting the support that you need to help do that for yourself. And then in turn, which I believe is the vision for ICG is helping women bring put themselves back in the power position of their own businesses where they're prepared to, you know, address financial topics that maybe isn't their area of strength, but now they have support to help them get there.

Emily Merrell

In your research, did you find that there was like a very common area of weakness for women entrepreneurs versus male entrepreneurs. And, you know, it could be like, they were scared of I hear this a lot from my clients like Oh, I hate being pushy, or I hate selling myself or I hate I hate coming off like too salesy. Yeah. Market research, like, was there something that frustrated you to see women?

Carolina Campbell

Yes. Um, so I mean, taking a step back as you know, from working with a lot of clients, entrepreneurial clients, the entrepreneurial journey, you know, and this is gender neutral here is a very, it's a very challenging and interesting journey. And that's exactly what it is, it's a total journey, learn a lot about yourself, you obviously learn a lot about whatever particular business that you're working in. And most people, as you know, say, You've never worked harder in your life, and you start to see yourself in a very different way. And I think, again, that's a gender neutral statement, you know, that's not female or male specific. I think that's pretty normal for any entrepreneur. But to answer your question, yes. And I would say that two things were extremely obvious to me. And I believe that most women probably can associate with this one is basically just the belief of holding yourself back and not knowing your worth and charging less than you're really worth. And, you know, you could put that under a huge bucket of just belief in yourself, I suppose. And there's a lot more to it. But so many times, you know, this, this topic of perfection came comes up a lot. And I put myself, you know, right there with everybody, where it's, you know, progress not perfection is really the way we should be thinking. But I think as women, we often think it has to look a certain way, and the website has to be buttoned up, and the marketing documents have to be perfect, and, you know, go down the list, before we can make our entrance into the world or, you know, have that conversation with a potential investor or whatever, you know, you can

go out there and try to get clients. And then I would say the opposite is sort of the case with men I have found, um, you know, and I hate to be so black and white about it, because of course, there are some exceptions within both areas. But generally speaking, I have noticed that men just seem to be much more, you know, alright, I've got an idea. And I'm fearless about getting it out there into the world. And I'm not afraid to show the world my talent. And there's a lot to be said for that. Right, there really is. And I think women often can't get out of their own way. And it's not a criticism, it's not a critical statement there. It's just more. And you've seen this a million times, I mean, how many conversations Do we have, you know, with the Six Degrees group, like I've witnessed it, and it's, it's really, um, I feel that I can help myself and others with just empowerment around knowing your business, because I think that in and of itself brings you a level of confidence, that you can easily keep breaking through barriers, when you feel so aligned with understanding the economics, the mechanics, the finances, you know, knowing the numbers, a lot of these women are so brilliant, but don't know the numbers. And that's going to be very challenging. At some point, you know, you really have to be well versed on that. So, I would say that it's really, you know, fear based thinking, I'm kind of not getting, you know, getting in your own way, and not really recognizing your own self worth. And I would also add, lastly, that asking for support is not something that makes you look we for, you know, whatever the word is, or that you don't know what you're doing, you know, it's quite the opposite. And I think a lot of women feel like they have to do every single thing. And by the way, I put myself in that bucket too. And sometimes, you know, spending the money is the fear, like, Oh, I don't want to invest money and you know, hiring a virtual assistant, because I should just be able to do it myself, and all of those things. And the reality is, you will get to an inflection point where you just can't do more, like physically, you can't, there aren't enough hours in the day and so until we you step into your power and sort of realize like, yeah, it's okay to you know, find some sort of support to help me continue to be the creative, you no machine behind this business. Um, you're going to sort of hit a wall. And and that's what I talk a lot about with some of my female clients. You know, they there's like fear about spending money because they're so cash strapped and they want they're, you know, not growing and are very cautious and look, that's the right approach. But you also get to a point where you really can't grow any faster if you're still doing what you're doing. I'm sure you've seen that a million times, I can't, I'm probably telling you something you've heard so many times,

Emily Merrell

I feel like you're in my brain because I feel like all of those spots that you talked about, I definitely went through as an entrepreneur. So, yes, everything that you said, like, I didn't know my numbers for a long time, because it was scared to look at them. And they're gonna tell me get a, get a corporate job, like you're not cut out for this. And then once I actually took, took the time to like, dig into my numbers, that was when my profits like actually happened, you know, when I became the most profitable when I was able to be the most strategic. And when I was able to make predictions of like, what my year would look like. And there was something that you said about men where they have an idea, and then they'll do something, I'm so curious, and this is just more of a passing thought. But historically, like men used to ask out women, or like they had to approach women at a bar, and half the time we rejected them. Like, there's a lot of like, Thanks, but no thanks. And they would then have to go back to their friends and do it again to another group of women. So I wonder if like, historically, men have kind of been conditioned to be more brazen in asking for things, but not getting so emotionally wrapped up in it? versus like, what do you think of even the little kid version of ourselves, if you were to tell your crush that you you

had a crush on them? It felt like this process, and it was a big deal if you were rejected, and you went back to your community in cried for a day and eat ice cream? Right?

Carolina Campbell

Yeah, I think that's a very good point, I think there's probably something there to unpack. My my sense and just listening to you is, you know, the, the gut feeling that came up is it's a lot about ego, right. And, again, not to be completely generalist and stereotypical here, but you know, I feel extremely comfortable commenting on this after working in a male dominated environment for 21 years. Um, there is male ego, and it's always about, you know, one upping and never wanting to look bad in front of other people, and oftentimes being a little bit. Um, I don't want to use the word reckless, but maybe, like you said, more brazen or bold, in order to not appear to be the weaker, you know, sort of quiet wallflower. And, look, I think we can all learn from that, you know, that's not necessarily a bad tree, you know, it's really about just not being fearful and going for it with some thought, and some planning behind it. And that's where I think, you know, the biggest divide between male and female entrepreneurs is and also, like I was saying before, which is a whole other topic in and of itself. And you know, this, you know, less than 3% of women owned businesses receive venture capital funding.

Emily Merrell

So that's actually a great segueway to a question I have for, for funding. Like, I feel like the allure of entrepreneurship now is when you see Fast Company and you see entrepreneur, you see Forbes magazine, like this company raised \$4.3 billion, million dollars, million dollars, this company raised 1.2 million in their seed round. So I think there's this other layer of entrepreneurship that we don't talk about as much about, you don't have to get funding to be an entrepreneur. There's the entrepreneur, that's the unicorns and the Ubers or whatnot that need funding, but then there's, you can be an entrepreneur, and get funded in different ways. You can do self funding, you can bootstrap, you can get a loan, I feel like we don't normalize the loan part as much anymore, either. And we go straight to like, oh, you're not thinking big enough, you're never gonna be successful. You need VC or like, a little bother. So what are your thoughts on on funding? And that's the funding conversation.

Carolina Campbell

Yeah, really, really good point. And I think that's exactly what you just said, in, you know, setup slightly differently is, many people think that the path to being in quotes, a successful entrepreneur is receiving capital from investors. And that kind of is the metric or the indicator that you have in quotes, you know, succeeded. Right. And that isn't the case. You know, it really does depend all about on you as the founder. And what it is that you're, you know, okay with not everybody has to be a unicorn, not everybody wants to have this massive exit or acquisition, by, you know, whomever is out there in their space. And, you know, not everyone needs to have some sort of a hockey stick trajectory, right, where it's like, you start from nothing, and then you just take off right, and that's okay. And I think you're right That has to be normalized. Because I think oftentimes when I speak or just even attend panels and listen to other speak, it's always like that mindset of Well, what's the right time to start asking for funding? And when should I start speaking to investors? And what's You know, this and that? And what are the right VCs for my, my particular industry? And you say to yourself, Well, wait a second, have you actually like, run the numbers and have a super deep understanding of what your runway is? Like? Do you need cash? And you don't always, many of them say no, not really well, then why are you looking

for investors. Like, if you're not cash strapped, and the business operates, you know, it might be slightly a slower, you know, train ride, if you will, to get to the top of the mountain, but you'll get there if you're doing the right things, and getting the support and being clean about your books and your financials. And I agree, there seems to be this notion out there that that is the metric for a successful entrepreneur is, you know, the day you get some big investor to write a significant check. It basically is like the validation of your idea and your and your business. And, um, yeah, I agree, it does not have to be that way. And it really is up to the founder, if that's what you're gunning for cool, you know, more power to you. But it doesn't mean that you're a failure, because you didn't go down that route.

Emily Merrell

That was a big aha for me, or a big differentiator. I saw moving from New York to San Francisco. Were in New York, there were more like I'll say, like lifestyle brands or lifestyle companies were people they may have might have taken a loan, or they may have done a crowdfunding at some point. But then going to San Francisco, people were like, I have an idea. I haven't even made anything yet. I just raised \$3 million. Why don't you have funding? And that was the first time I even, like, experienced someone turning that on me and being like, what about you? Why aren't you getting funded? Like, should I get funded? Do I want it? So it's an interesting change, I think city to city to and like priorities, what what the avatar looks like in every city. But I could go, we could talk about this for like,

Carolina Campbell

Oh, yeah, that's a whole other podcast.

Emily Merrell

I'm realizing with all the podcasts, I need to have like a 2.0 version, a 3.0 version of 4.0. So many topics to cover. So Carolina my next question for you is how, you know, there are so many people that want to be entrepreneurs out there, and they want to start with something they want to they want to become an entrepreneur because they think or they want financial freedom and like time freedom from their corporate job. Do you have any advice for people who don't yet have an idea fully formed better, hoping to dip their toe into the entrepreneurial world? At some point?

Carolina Campbell

Yes, I'm sure there are many, especially now I really feel and I'm sure many of us do that. COVID, again, has been such a turning point of consideration for what career trajectories will look like going forward, right? I mean, there's not especially in the big cities that we live in, there's not really a clear cut end in sight in terms of when we're all going back to that office life. And even even once people do, will it really look the same as before? That's all questionable right now. So I do think that there are a lot more individuals reconsidering their trajectory? And to answer your question, specifically, I think, look, for me, personally, my idea, I'll be honest with you, and I know I've said this to you, I did not come to Los Angeles thinking that I would be an entrepreneur, that just was not the path that I thought, you know, I would take in a precipitous manner, it was basically like an out shoot of this idea that I had. And it was extremely organic, and just happened over time. And all of the things that I discussed before, you know, factored into it. And so what I'm trying to get at is, I think you put yourself in a stronger position when it's a very organic idea that isn't driven by the desire to just be an entrepreneur, right? And just say, I want to control my own hours and, you know, my own destiny, and that is more of like, that's

more of the effect of being an entrepreneur. It's not the reason you go into it. And, you know, look, I don't want to sit here and sound you know, like, some spiritual advisor that's like, please sit deeply and you know, think about the purpose of yourself. desires before you execute on them. But in a way, it is kind of true, right? Because I think people will generally be much more successful when they feel organically aligned to the purpose that they are working on. And I think, ultimately more successful and probably hit a lot less roadblocks along the way, because you feel so connected to the mission, you know, and so connected to the work that you're involved in whatever it is, you know, whether it's inventing something, or, you know, like you're doing is bringing tons of amazing women together, in my case, supporting the female entrepreneurial community, you know, so I think the short answer is just an organic instinct, and really feeling super aligned with that mission. And the vision of that, whatever, you know, the business is, is and not being driven by dollar signs and the, you know, in quotes life that entrepreneurialism brings, because the reality is, as we were saying before, you'll probably never work harder in your life, and for a while, not make a lot of money. So you better be connected to the mission.

Emily Merrell

fund right now in a big round of applause. Because I cannot agree more. And I love I think there's something to be said about the entrepreneurial seizure, and like feeling that seizure, and when it happens to you, it's like a full body happen, or evolution, where you're gonna then be like, I have this idea, and I can't stop thinking about it. And I'm, I need to make something of this. Just make it become a reality. So you just articulated that so beautifully. And I can't wait to send this to all a lot of people I know that just want to be entrepreneurs, because they see us having naps at like noon

Carolina Campbell

oh, my God, trust me. Yeah, the nap at noon means you're up till 2am doing something else later. So there's always a price to pay for that. Let's be clear.

Emily Merrell

There's no such thing as free lunch, too. I'm so lucky to have I, as you know, I'm I'm an annoyingly curious person, I'm a Gemini, I get nicknamed 20 questions like, I'm that person that you probably depends if you want to talk or not on a plane, like you're gonna get that person sitting next to me that's love that about you. So I want to know a few more things about you. So these are going to be some rapid fire six fast questions to know about Carolina Campbell. So Carolina, tell us one unknown fun fact about you that most people don't know.

Carolina Campbell

So we talked about this, but I do feel strongly that most people wouldn't ever know that I am originally from Argentina, and I was born there. Um, if you speak to me, you just wouldn't think that so. So yeah,

Emily Merrell

I love that line. And you know, I have a soft spot for Argentina. Um, Joe, during this pandemic, we've all gifted a lot of our time to Netflix, and Amazon, and HBO, and Disney plus, and any other streaming service out there. I probably found it. So what are you currently watching right now that you have to tell the world about?

Carolina Campbell

Yeah, so I dipped into it a little bit before when I was first talking. But the show industry on Amazon Prime, which, you know, I think it is specific. It's very specific to the Wall Street life. So if that's not something you're super interested in, you know, may not be for you. But I think I think it's fascinating. I think a lot of people in finance will find it interesting, and it's pretty entertaining. So that's what I'm watching now.

Emily Merrell

Well, I love suits on Amazon. So I might just have to graduate from suits to industry. So that sounds awesome. And how about reading? Are you reading any books?

Carolina Campbell

Yes, I love reading and I'm reading *Cassandra Speaks* by Elizabeth Lesser, I would have brought it to show you it's got this awesome hot pink cover like a hardcover with tons of flowers. And, and very briefly, so Elizabeth Lesser is an author but she's also the co-founder of the Omega Institute in on the East Coast that you know, the world famous Omega Institute that everybody knows about. And she is a fierce female. And this book, which I stumbled upon, which is the funny thing and it just shows you how like synchronistic the universe's is I'm embarking on, you know, supporting females in my business. This book is about the history of basically where we have gone wrong in the evolution of the patriarchy. And you know how the patriarchy has basically ruled the world and what was the genesis of that happening and it's a lot of history, like all the way back to almost like Adam and Eve literally, she has like anecdotes about Adam and Eve and like, almost like a Choose Your Own Adventure had this happened, you know, that could have happened. And it's really fascinating because it's historical, it's factual. So it's all based on, you know, true, true history. And it also just opens up your eyes to the subtleties of the patriarchy that we have been living in as women. So, I highly recommend anyone out there who's remotely interested in that topic or wants, you know, support as a female to check it out.

Emily Merrell

Well, I will, um, what is your favorite emoji?

Carolina Campbell

I'm obsessed with the purple little heart. That's like my thing. I send everybody a purple little heart. It's like my, my signature.

Emily Merrell

And then what's your favorite meal?

Carolina Campbell

I have been making a lot of turkey meatballs lately, and like freezing, you know, freezing half taking out the rest. And that's like my version of comfort food these days. And I'm loving them.

Emily Merrell

That sounds good, healthy, healthy. meatballs. And then lastly, you live in Los Angeles. Now, who has been your favorite celebrity sighting? Oh,

Carolina Campbell

I've had several. And some of them were like not very obvious, like at a green light or at a red light, you know? And you're like, Is that so? And so but one of the ones that really got me and I was like pretty starstruck was randomly Goldie Hawn, which a lot of people will just, you know, remember from her 80s movies, but she just is like everything. She was everything that I pictured her to be so I was just standing there staring at her. Like that's Goldie Hawn. And she looks amazing. By the way she looks incredible.

Emily Merrell

He doesn't even notice her daughter like her whole family's. Yeah,

Carolina Campbell

I know. So amazing.

Emily Merrell

Well Carolina, thank you so much for sharing your afternoon with us and sharing your story and inspiration. How can people find more Carolina and learn more about illuminate consulting group?

Carolina Campbell

Yeah, my pleasure Emily, so great to be here with you. The best way to reach out is we're on Instagram under illuminate underscore consulting underscore group and we also have a website which is outsourced C suite. So si su it e COMM And my email which is Karolina at outsource c suite.com

Emily Merrell

awesome. I am so excited that we had the chance to connect. Thank you so much for joining us listeners definitely check out Karolina follow her and if you liked today's episode, share it with a friend give us a like and write a review. Have a wonderful, wonderful day Carolina. Thanks again.

Carolina Campbell

Thanks Emily.