

About Carena Pooth

“You know, Carena, this company has only one hope for survival. We need to change our technology from its proprietary architecture to one that’s standards based. If we can do that, then we can continue moving forward, but if we can’t, then we’ll just have to sell off our assets and turn out the lights. The thing is, changing the technology is a really big project that will involve everyone in the company – from IT to Marketing to Finance to Customer Service to Communications – and at the same time we have to keep our customers happy. You know, Carena, I’ve been talking to a lot of people around here and they’ve told me you’re the right person to lead this project.”

“OK, I’ll do it.”

Carena Pooth’s 18-year corporate career was punctuated by conversations like the one above. Whenever a large, complicated project needed to be done, Carena was the natural choice for making things happen, especially when many different people had to be motivated to work well together and the exact steps to be taken were unknown.

The reason is that Carena has an unusual blend of talents and traits that are not often found in a single individual. Those who have worked with her know that she is reliable and can be counted on to keep her promises and answer questions honestly. She is “disgustingly organized,” as one of her clients has jokingly described her. Her thinking is always done with the big picture in mind, even when she is working on low level details. Carena keeps things in perspective, always striving to do just enough analysis to make the right choices – without falling into the “analysis paralysis” trap. And she has never shied away from a challenge. The daughter of immigrants who survived tremendous adversity throughout their lives, Carena experienced first hand the power of determination, a strong work ethic and a “can do” attitude – and these attributes became the underpinnings of her own success.

When Carena decided to start a consulting firm in 2001, she wanted to help small businesses in the Hudson Valley, where she has lived for most of her life. She knew that small business owners do not have the benefit of the corporate executive team. Carena’s vision was to become *the* go-to person for small business owners who were looking not only for practical advice but for real, hands-on help. She would not be a stereotypical consultant. She would do what she had always done. Listen. Think. Work hard to understand not only the business or technical challenge but the *people* involved. Bring people together. Be compassionate. Help get the tough stuff figured out! And she would get actively involved in seeing things through from start to finish, unlike many business consultants who tell clients what they need to do and then leave them behind as they move on to the next job.

While Carena’s skills and experience provide a strong foundation for her competence as a business advisor, they are augmented by two highly relevant credentials. First, she is an Accredited Associate of the Institute for Independent Business. As such, she is part of a network of over 4,000 business peers around the world who specialize in helping small business owners and have gone through the same accreditation process. These associates constitute a powerful resource that can be brought to bear when Carena’s clients need industry specific information or skills that have not been part of her direct experience. Carena is also a Project Management Professional (PMP), certified by the Project Management Institute (PMI), the largest organization of its kind in the world.

Carena recognizes that her success has been due not only to her willingness to embrace big opportunities along the way but to the guidance and support of several topnotch mentors. Likewise, Carena has always enjoyed working with people and being a mentor to others. She lives by two fundamental principles in her professional as well as her personal life:

Never compromise your integrity, and always put people first.