



INTERVIEW SERIES: E-BOARD, 2017

Lauren Shaoul, Spring Conference Co-Chair

Being a go-getter means diving head first into the deep end, which is what Lauren Shaoul, Spring Conference Co-Chair, did her first year on the GWWIB Networking Committee. Lauren explains, "It was a great experience because as a freshman I didn't have any professional experience and wanted to find my niche at GWU. Joining the Networking Committee gave me both and resulted in my love for the conference. The day of the conference always feels like magic because you have the opportunity to sit in on inspiring panels and meet amazing people." She continues, "After the conference, I applied for the Board to see how I could play a future role in GWWIB and the conference. Since then, I've held the roles of Spring Conference Networking Director, VP of Corporate Relations and Spring Conference Co-Chair."

Now that Lauren has been part of three conferences, she feels there really is no limit to what the conference can do. She elaborates, "Looking back at my first conference, in 2015, it has evolved and improved in so many ways. The co-chairs always find ways to go above and beyond; I look forward to being part of that legacy."

Lauren reflects on what the co-chairs of the past embody to her, "The conference is a great example of what you can accomplish and achieve. It is a daunting role to take on, and there is no way to be sure that you can pull it off. However, the co-chairs always exceed our expectations."

Lauren's passion for business began in high school where she became involved with DECA, a business organization and competition for students. Lauren explains, "My freshman year marketing teacher approached me one day and recommended I become involved in the organization, as he saw my potential and interest in business. Joining the club shaped my high school experience and led me to my future here, at GWU." She competed in the Fashion Merchandising and Promotional Plan four years in a row, and improved her project and skill level each time. Lauren qualified for the international competition three times, and during her senior year she reached her highest level of accomplishment by placing first in New York State and as a finalist in the international competition. Lauren glows when she talks about DECA because it was her first taste in business and recognizing her unmatched talent.

Since high school, Lauren has explored her passion for marketing and beauty through hands on internships at L'Oreal, bluemercury, and MAKE UP FOR EVER. She elaborates, "I got my first internship after my freshman year of college at a Beauty PR firm in Manhattan. While I

had no prior PR experience, I was motivated to work hard and learn everything I could about the industry. Although there were some aspects of the job that were 'Devil Wears Prada-esque' it shaped my passion for the industry and gave me a direction in my professional pursuits."

Lauren strives to be a go-getting woman; "I really like the word ambitious because I think it's a controversial word. It sometimes has a negative connotation, and describes someone who has big dreams and is going after the unattainable. I interpret ambition as thinking big and going after your goals. With hard work and determination, no idea or opportunity is unattainable." Lauren's go-getter energy will help make this year's Spring Conference the best yet!