



INTERVIEW SERIES: E-BOARD, 2017

Maren Thomas, Co-Director Graphic Design

Go-getters must have side hustle which makes Maren Thomas, GWWIB Co-Director of Graphic Design, a creative success. “To succeed, you have to know how to hustle,” Maren explains. She is drawn to GWWIB because, “If you’re female and GW student, you are a GW woman in business. Everyone works for a business and you’re going to need to know about what women in business do.”

Maren is responsible for graphic design to visually build a cohesive brand personality for GWWIB. Maren thinks words like “strong, bold, fierce, compassionate, engaging, and empowering” all represent who women in business work to embody. Collectively, GWWIB represents engagement between members to build a community of like-minded and passionate women.

At first, Maren admits she did not want to be part of GWWIB. She elaborates, “GWWIB has such a large membership, predominantly business, and it didn’t seem interesting. I was not inspired by the imaging,” she continues, “I am a person who finds brand messaging and aesthetic important. I want to work for a place that has a unique character.” Maren hopes to brand GWWIB to capture its empowering, unique character to attract more members. “We need to create a cohesive brand that will make us more legitimately across campus and outside of it. The brand will unify the GWWIB organization.”

The Capitol Advertising (CapAd) class first exposed Maren to some GWWIB members. “The girls I knew all had a different vibe. The way they conducted themselves was very inspiring and I aspired to have that poise. I went to an all-girls school and our motto was ‘strength and grace,’ and that is difficult for women in business; to be strong but poised as a woman in business is really tough,” Maren comments.

In working on the CapAd campaign pitch, Maren learned some core values for success in the Ad Agency business world. “Overall poise and drive is necessary when it came to business. It is important to have the confidence to say, ‘nope,’ while still being amiable. That instilled a lot of confidence in us as leaders who want to be successful in business,” she explains.

This year, Maren is starting to write an arts and culture online magazine at GW called, *The George*. “It will be a resource for students because right now there is no publication that talks about gallery openings, brunch recommendations, etc. I want something thoughtful and

substantive. It will include interviews of local D.C. business owners and entrepreneurs, with a D.C. focus. There is a lot of culture in D.C. that you don't get in Foggy Bottom."

Maren acknowledges that success and confidence is not achieved immediately. "Hustle is good for you," she touts. If anyone will get it done, graphically and professionally, Maren's go-getter creative flair will make it happen for GWWIB and everything else she puts in her sight.