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Profile

Lori Turner

Managing partner, The RedRover Co.

Memphis Business Journal

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First job: Commission shoe sales

Education: B.S. in Marketing, University of Nebraska, Lincoln; University of Colorado's School of Bank Marketing and Management, Boulder

Residence: Downtown Memphis

Business philosophy: Surround yourself with positive, enthusiastic people.

Best way to keep competitive edge: Hire the best talent and let them do what they do best.

Guiding principle: Work hard and play hard — make every day count.

Yardstick of success: Helping small and mid-sized business owners fulfill their dreams.

Goal yet to be achieved: NYC marathon

Judgment calls

Best business decision: Joining the Emerge small business incubator program

Worst business decision: Hiring friends

Toughest business decision: Making the leap to start my own firm, though it helped to have a partner — also the best decision ever made

Biggest missed opportunity: Not conceiving RedRover earlier

Mentor: My father. He was the consummate entrepreneur and salesman. Contagious sense of humor. Strong with very high expectations, but fair. He's the voice in my head. Guiding my decisions. Encouraging me to take risks.

Word that best describes you: Driven

True confessions

Like best about job: Ability to quickly make a difference for clients

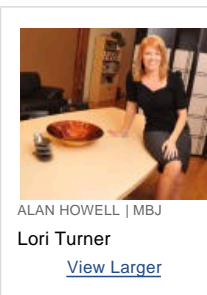
Like least about job: Entrepreneurial spirit can make work/life balance a struggle if you're not careful.

Pet peeve: Indecision

Most important lesson learned: Help your team see your vision every day

Person most interested in meeting: Facebook founder Mark Zuckerberg

Most respected competitor: Though we are a different animal than a traditional ad agency, Memphis does have some strong, creative agencies.



ALAN HOWELL | MBJ

Lori Turner

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