

YOUNG & PROSPEROUS

PROFILES OF 20 ENTREPRENEURS AND PROFESSIONALS IN THEIR 20S.

MAKAYLA GORSKI

Aviation Sales Executive
Meridian, Van Nuys
Age: 28

Meridian is an air charter and private aircraft management firm based at Van Nuys Airport. In her position, Gorski is responsible for developing the company's retail charter business on the West Coast.

Biggest Accomplishment:

Opening Meridian's new private jet terminal in the Bay Area last year. Being part of that from inception to opening for business has been an incredible learning experience. It gave me a different perspective on not only sales and marketing but overall business management.

Most Interesting Aspect of Job:

Interaction with my clients. Negotiating aircraft management deals with ultra high net worth individuals is not only interesting but challenging as well.

Personality on the Job:

I have a very happy-go-lucky type of personality and I work well under pressure. Our clients are in the top 1 percent and I have to consistently manage their expectations and have solutions to problems.

Biggest challenge?

Ironically, my biggest challenge is my age. I'm in business where clients are purchasing multi-million-dollar assets and handing them over to an aircraft management company. Some clients naturally equate age with experience, so I have to work harder to build trust. I do my homework before every meeting to make sure I'm prepared.

Most Memorable Experience:

Attending the Corporate Jet Investor London (trade conference).

Attraction to Career:

My love of aviation and traveling around the world.

Biggest Misconception About the Profession:

Most people think that the people who have the means to travel on private jets are always using them to go on vacation. The vast majority of my clients are workaholics and most of their travel is business related. The other misconception would be that sales is all fun. It is, but it's a grind and our clients are used to getting what they want. A hard work ethic is essential if you want to be successful in sales.

How This Generation is Different:

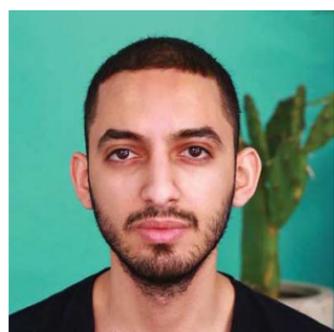
My generation has grown up in an era of mobile technology. Information is accessible at all times and you are constantly connected to work and your job. This can be a positive and a negative

Future Goal:

To become the No. 1 aircraft management salesperson in California.

Career Advice:

Hard work pays off. I've spent the last five years traveling all over the United States and Europe on business and made a lot of sacrifices to build my career. I would advise anyone starting out to work hard, maintain a professional image and always be honest. Also, if possible, find a good mentor – someone who will help navigate you through your business career and take an active interest in your success.



JONATHAN SAEIDIAN

Chief Executive
Brenton Way
Age: 26

Digital marketing company Brenton Way provides search engine optimization, lead generation, digital advertising and content creation to clients from startups to large corporations. Saeidian started the company to challenge the status quo in the industry.

Biggest Challenge Starting a Business?

There is a mental challenge and a physical challenge. The biggest mental challenge was overcoming my fears. Instead of facing it, I would cover it up with excuses like: "I don't have enough experience," "I will run out of money," "now is not the right time." ... I had to be honest with myself and admit that I was afraid. I overcame this by putting myself in a mental state that even if I had lost everything, I knew that this was the direction I wanted to go. The biggest physical challenge for me was that I only had \$2,000 in my bank account and the bills wouldn't pay themselves. I had no other choice but to succeed. It took me three years to become a good marketing consultant. The first six months I basically couldn't even close one client. I overcame this by literally humbling myself. I put together my skills as a marketing consultant and my passion to succeed and picked up the phone. Sure enough, I had my first few clients who believed in me.

Most Interesting Aspect of Job:

Waking up every morning and speaking with new businesses and hearing their amazing stories.

Each conversation is different from the last and they all bring up their own challenges. It requires you to stay on top of your feet.

Personality on the Job:

I'm an extrovert at heart and gain energy from speaking to others which is why I build great relationships with my clients. This is key when running a marketing agency.

Most Memorable Experience:

When I first started, I would wake up every morning cold calling companies to offer them advice. Some of them would be willing to talk but many would put me to voicemail or just hang up. Most of my friends were also busy with their own life (so I had) to build the courage to wake up and do it again. It taught me resilience and built another layer of independence for myself.

Biggest Misconception About the Industry:

Marketing is not solely responsible for selling your product/service. What if you are just not providing something that people want? What if the sales team just can't close the opportunities or customer support isn't replying to their requests? It's a team effort.

How This Generation is Different:

We are the generation of dreamers. We are here to disrupt each industry because we don't believe in the status quo.

Entrepreneurial Advice:

Break the wall in front of you. There is nothing holding you back from what you want to do. The only thing between you and your dreams is the mental barrier you set for yourself. Also, don't be afraid to fail. Failing is the first, second, and third step to success.