

## Bio- Sandra Holtzman

Sandra Holtzman is a serial entrepreneur that has started three companies, including a marketing firm that just had its 21<sup>st</sup> anniversary. She is currently planning the start of her fourth company.

Sandra is passionate about helping entrepreneurs succeed in starting and growing their businesses. She facilitates and coaches Fast Trac entrepreneurs over eight years both for the WCEC(Women's Center for Entrepreneurship) in NJ and Small Business Services in NYC. She teaches entrepreneurship at the Fashion Institute of Technology, SUNY, and marketing in NYU's MA in Integrated Marketing program.

Sandra is the co-author of *"Lies Startups Tell Themselves to Avoid Marketing"* (Select Books), *"A Tale of How Successfully Raising Capital Leads to Bankruptcy"* (New York Law Journal) and blogs on small businesses and marketing.