WHAT'S YOUR BOULDER?
THE IMPLEMENTATION STUDIO

PRESS & SPEAKER KIT

Sharon Schanzer

Entrepreneur. Implementation Expert. Speaker. Author. Venture Scout. Superconnector.

FOUNDER & CEO, WHAT'S YOUR BOULDER? — THE IMPLEMENTATION STUDIO

Sharon Schanzer has spent more than 25 years helping people start, grow and manage their businesses. Her career spans entrepreneurship, corporate leadership, technology, marketing, business development, digital transformation and the venture ecosystem.

She brings a refreshingly practical perspective to entrepreneurship: ideas are plentiful, advice is everywhere, but getting things done is where the real work begins.

A native New Yorker, serial entrepreneur, unapologetic generalist and enthusiastic adopter of emerging technology, Sharon brings energy, humor, real-world experience and candid observations to every conversation.

BOOK SHARON →

SPEAKER ONE-SHEET

DOWNLOAD HEADSHOTS

WATCH SHARON SPEAK

EXPLORE MEDIA APPEARANCES



STORY | BIOS | HOST INTROS | TOPICS | QUESTIONS | PERSPECTIVES | CREDENTIAL

THE STORY

More Than an Entrepreneur

The implementation evangelist

After decades of helping businesses navigate growth, technology and change, Sharon recognized a fundamental gap in the consulting industry: businesses rarely need more advice

as much as they need experienced people who can actually execute.

What's Your Boulder? was created to address that gap.

The unapologetic generalist

In a world obsessed with specialization, Sharon has built a career connecting disciplines, industries, technologies and people.

She champions the value of multidisciplinary experience, curiosity, adaptability and knowing how the pieces of a business fit together.

From corporate to entrepreneurial

Sharon's career spans technical writing at KPMG, leading a company-wide publishing system implementation at Condé Nast, founding Madison Technologies, holding VP roles in Marketing and Client Services during the dot-com era in San Francisco, and founding RLDGROUP — The Design Studio — in 2000.

She understands both corporate environments and the realities of building a business firsthand.

Inside the venture ecosystem

Sharon brings a distinctive operator's perspective to the startup and investment community through her work as a mentor, advisor, venture scout and community leader.

Founder Institute — Mentor

Astia — Advisor & Venture Scout

LvlUp Ventures — VC Scout

Flash Point Capital — Venture Scout

Women of OpenWater NYC — Co-Lead (OpenWater.Group)

The technology enthusiast

Sharon has spent her career embracing technological change. Today, she actively builds with AI, automation and emerging platforms — including WordPress, Shopify and Lovable — using them to solve everyday business problems rather than simply talking about their potential.

Her perspective is grounded in practical application and human judgment.

Entrepreneurship on her own terms

As a longtime solo entrepreneur and advocate for professional reinvention, Sharon challenges conventional assumptions about when, where and how people should build businesses.

She believes experience is an asset, curiosity has no expiration date, and entrepreneurship does not belong exclusively to twenty-somethings in hoodies.

READY TO PUBLISH

Approved Biographies

Four third-person versions ready for event programs, show notes, press releases and speaker pages.

One-Line Bio

~25 WORDS

COPY BIO

Sharon Schanzer is Founder & CEO of What's Your Boulder? — The Implementation Studio, and RLDGROUP, helping founders and organizations turn stalled work into finished results.

Short Bio

~75 WORDS

COPY BIO

Sharon Schanzer runs two New York City studios: What's Your Boulder? — The Implementation Studio, which moves stalled or complex work across the finish line, and RLDGROUP — The Design Studio, delivering print and digital execution across WordPress, Shopify and Lovable. With more than 25 years of operating experience across corporate leadership and entrepreneurship, she also serves as an Astia Advisor and Venture Scout, VC Scout for LvlUp Ventures and Flash Point Capital, Founder Institute Mentor, and co-lead of Women of OpenWater NYC.

Standard Bio

~150 WORDS

COPY BIO

Sharon Schanzer runs two studios out of New York City: What's Your Boulder? — The Implementation Studio, which moves stalled or complex work across the finish line for founders, executives and organizations, and RLDGROUP — The Design Studio, delivering print design and digital execution across WordPress, Shopify and Lovable. The throughline across both is execution: not strategy decks, not planning cycles, but things actually getting done.

Her operating history spans more than 25 years, from technical writing at KPMG and leading a company-wide publishing system implementation at Condé Nast, to founding Madison Technologies and holding VP roles in Marketing and Client Services in San Francisco. Today, Sharon is also an Astia Advisor and Venture Scout, VC Scout for LvlUp Ventures and Flash Point Capital, Founder Institute Mentor, co-lead of the Women of OpenWater NYC chapter, frequent podcast guest, speaker and author of the forthcoming book The Business of Being in Business.

Extended Bio (Official)

~300 WORDS

COPY BIO

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The operating history behind that positioning spans more than 25 years. Sharon began as a technical writer at KPMG, then helped lead a company-wide publishing system implementation at Condé Nast — the kind of large-scale, cross-functional project that sharpens an operator fast. After leaving Condé Nast, Sharon was the CEO & Founder of Madison Technologies, a publishing-tech consultancy built around consultation and delivery. During the dot-com era in San Francisco, Sharon held VP roles in both Marketing and Client Services. Today, Sharon also serves as an Astia Advisor and Venture Scout, and a VC Scout for LvlUp Ventures and Flash Point Capital. She's a mentor with the Founder Institute and the co-lead of the Women of OpenWater NYC chapter of OpenWater.Group.

Sharon is the person organizations call when something important has gone quiet — a project that's stuck, a scope that's ballooned, or a deliverable that's been discussed endlessly without moving. The work is hands-on: Sharon gets into the mechanics of what's blocking forward motion, removes the friction, and drives toward completion. On the technical side, Sharon brings deep platform fluency — including considered, specific opinions on when to use Shopify over WooCommerce, how SEO functions differently across Squarespace and WordPress, and where AI-assisted tools are genuinely changing the build process. She is a frequent podcast guest, speaker and author of the forthcoming book The Business of Being in Business.

READ OUT LOUD

Host-Ready Introductions

15 SECONDS

Podcast Introduction

Today's guest is Sharon Schanzer, founder of What's Your Boulder? — The Implementation Studio. She's spent more than 25 years helping businesses get things done and has plenty to say about entrepreneurship, execution and why another strategy session isn't always the answer.

COPY INTRODUCTION

30 SECONDS

Stage Introduction

Our next speaker has spent more than 25 years helping people start, grow and manage their businesses. Her experience spans corporate leadership, entrepreneurship, technology, business development and the venture ecosystem.

She's a mentor, advisor, venture scout and the founder of What's Your Boulder? — The Implementation Studio.

Her mission is simple: helping businesses move from what they intend to do to what actually gets done.

Please welcome Sharon Schanzer.

COPY INTRODUCTION

10 SECONDS

Television Introduction

Joining us is Sharon Schanzer, entrepreneur, business implementation expert and founder of What's Your Boulder?, who helps businesses turn ideas into action.

COPY INTRODUCTION

WHAT SHE TALKS ABOUT

Signature Speaking & Interview Topics

ENTREPRENEURSHIP AND GROWTH

Congratulations, You're an Entrepreneur. Business Development Is Your Job Now.

Why being brilliant at something and building a business around it are entirely different skill sets. What founders need to understand about selling, relationships, visibility and creating a sustainable business.

Be Friction-Free: Make It Ridiculously Easy to Do Business With You

How seemingly insignificant obstacles in communication, technology, processes and customer experience quietly cost businesses opportunities, referrals and revenue.

The Business of Being in Business

The enormous collection of responsibilities nobody warns entrepreneurs about: marketing, sales, operations, technology and everything else that comes with the territory.

Leaving Corporate? Your Expertise Is Not a Business Plan.

What experienced executives need to understand when transitioning from established corporate environments into entrepreneurship, consulting or independent ventures.

IMPLEMENTATION AND EXECUTION

What's Your Boulder?

How to identify the obstacles that keep important initiatives from moving forward and develop a practical approach to getting unstuck.

You Don't Need Another Strategy Session

Why the traditional consulting model can leave businesses with beautiful presentations, extensive recommendations and very little progress.

From Intention to Implementation

How organizations can convert ambitious ideas, stalled initiatives and endless discussions into tangible business outcomes.

The Hidden Cost of Business Friction

Why inefficiencies, outdated systems, unclear ownership and unnecessary complexity undermine growth in businesses of every size.

Momentum Is a Business Strategy

Why consistent action, accountability and completed initiatives matter more than waiting for the perfect plan.

TECHNOLOGY AND THE FUTURE OF WORK

AI: Less Talking, More Doing

A practical perspective on incorporating AI into everyday business workflows, without getting distracted by hype or losing the human element.

The Revenge of the Generalist

Why multidisciplinary experience, curiosity, judgment and connecting disparate ideas are increasingly valuable in an AI-enabled world.

What Happens When Expertise Becomes a Commodity?

How professionals and businesses can differentiate themselves when access to information, tools and technical capabilities becomes increasingly democratized.

RELATIONSHIPS AND PROFESSIONAL REINVENTION

The Superconnector Advantage

Why relationships, generosity, introductions and genuine human connections remain powerful drivers of business opportunity.

Your Next Chapter Doesn't Have an Expiration Date

Why experienced professionals are particularly well positioned to launch businesses, reinvent themselves and pursue new opportunities.

Entrepreneurship Beyond the Tech Bro Bubble

A candid exploration of what entrepreneurship looks like outside the venture-backed startup ecosystem and why sustainable, profitable businesses deserve more attention.

Building a Business and a Life

A personal and practical discussion about entrepreneurship, independence, professional ambition and designing a life on your own terms.

FOR HOSTS & PRODUCERS

Suggested Interview Questions

COPY ALL QUESTIONS

IMPLEMENTATION & EXECUTION

- What exactly is a boulder, and how can someone recognize theirs?
- What inspired you to create an Implementation Studio rather than a traditional consulting practice?
- Why do so many businesses struggle to execute even when they know what they need to do?
- What does it mean to be friction-free, and where do businesses most commonly get it wrong?
- What are the hidden costs of a poorly implemented business process?
- What's the difference between a business advisor and someone who actually implements?
- What is the one thing every business owner could do tomorrow to create momentum?

ENTREPRENEURSHIP & BUSINESS DEVELOPMENT

- What do experienced corporate executives underestimate when they become entrepreneurs?
- Why do you say business development is now your job?
- When should a founder stop trying to do everything independently?
- What does the mainstream entrepreneurial conversation get wrong?
- Is there an ideal age to start a business?
- What has building businesses independently taught you about designing a life on your own terms?
- What advice would you give your younger self?

AI, GENERALISTS & THE VENTURE ECOSYSTEM

- What distinguishes a great generalist from someone who simply lacks specialization?
- How has AI changed the way you run your own business?
- Where are businesses wasting time with AI?
- What skills become more valuable as AI becomes more capable?
- What have you learned from mentoring founders and participating in the venture ecosystem?
- How do you build a professional network without becoming transactional?
- Why are referrals and introductions such powerful business development tools?

PROPOSED MESSAGING & HOOKS

Quotable Perspectives

Editorial statements for interview angles, episode titles and social excerpts (proposed messaging, not previously published quotations).

> Ideas are plentiful. Execution is the differentiator.

> Make yourself ridiculously easy to do business with.

> Congratulations, you're an entrepreneur. Business development is your job now.

> The world doesn't need another strategy deck gathering dust.

> Being brilliant at what you do doesn't automatically make you brilliant at running a business.

> Relationships are infrastructure.

> Experience doesn't have an expiration date.

> Stop collecting advice. Start collecting completed projects.

> AI isn't a business strategy. What you do with it might be.

> Momentum is built, not wished for.

AT A GLANCE

Credentials & Affiliations

- Founder & CEO, What's Your Boulder? — The Implementation Studio
- Founder & CEO, RLDGROUP — The Design Studio (established 2000)
- Astia Advisor & Venture Scout

- LvlUp Ventures VC Scout
- Flash Point Capital Venture Scout
- Founder Institute Mentor
- Co-Lead, Women of OpenWater NYC (OpenWater.Group)
- Speaker & frequent podcast guest
- Author of the forthcoming book The Business of Being in Business
- Former CEO & Founder, Madison Technologies; VP Marketing & Client Services (San Francisco); Condé Nast; KPMG

FORTHCOMING BOOK

The Business of Being in Business

What Every Entrepreneur Needs to Know—But Too Many Learn the Hard Way

Drawing on more than 25 years of building and running businesses, Sharon's forthcoming book covers the practical realities nobody warns founders about — from launching before

you're ready and pricing for value to making every part of your business friction-free. Coming soon in paperback.

EXPLORE THE BOOK →

WATCH & LISTEN

Selected Media & Speaking

VIEW ALL MEDIA APPEARANCES →

FEATURED VIDEO

The Superconnectors Podcast — "If You're a Giver, Then You Gain"



MARICLEO STUDIO

Finding Clients Is the Hardest Part of Owning a Business — Sharon Schanzer

Finding clients is the hardest part, even after 26 years.

WATCH / LISTEN YOUTUBE

ENTREPRENEURIAL TRUTH SHOW

This Is Why Most New Business Owners Struggle to Get Clients — Sharon Schanzer with Kesi Case

A conversation about sales, entrepreneurship, networking and the realities of acquiring customers.

WATCH / LISTEN YOUTUBE APPLE PODCASTS

WISE UP WITH OPENWATER

Always Be Connecting — with Sharon Schanzer

A discussion about networking, execution and sustainable business growth.

WATCH / LISTEN SPOTIFY

THE KORE WOMEN PODCAST

The Hidden Obstacle Blocking Your Success and How to Remove It and Get Results with Sharon Schanzer

Identifying the hidden obstacle blocking your success and how to remove it.

WATCH / LISTEN | YOUTUBE | SPOTIFY | APPLE PODCASTS

LOGISTICS

Fast Facts & Booking Logistics

BASED IN

New York City, Eastern Time

AVAILABLE FOR

National and international opportunities, both virtual and in person

FORMATS

Podcasts, television interviews, radio, keynotes, panels, moderated conversations, fireside chats, webinars, workshops, executive education and written commentary

AUDIENCES

Founders, business owners, corporate executives, professional services firms, investors, venture capital communities, family offices, experienced professionals exploring entrepreneurship and university audiences

INTERVIEW STYLE

Conversational, candid, energetic, practical and comfortable with unscripted discussions

LANGUAGES

English

BOOKING

Contact Sharon directly

SPEAKING FEES

Available upon request

DOWNLOADS

Press & Brand Assets

PDF

Speaker One-Sheet

Single-page overview with bio, signature topics, affiliations and booking details.

DOWNLOAD PDF

PDF

Complete Press Kit

Full multi-page kit with all approved bios, host intros, topics, questions and show notes.

DOWNLOAD PDF

PHOTOGRAPHY

High-Res Headshot

Editorial portrait (3:4, brand pink blazer, NYC skyline).

DOWNLOAD JPG

BRAND LOGOS

What's Your Boulder? Logos

Transparent PNGs for light and dark backgrounds.

DARK TEXT PNG

WHITE TEXT PNG

BOOK

Book Cover

Paperback cover artwork for The Business of Being in Business.

DOWNLOAD COVER

QUICK COPY

Copy Text Assets

Grab the standard bio or full question list in one click.

STANDARD BIO

QUESTIONS

COPY & PASTE

Standardized Show Notes

COPY SHOW NOTES

Sharon Schanzer is the Founder & CEO of What's Your Boulder? — The Implementation Studio, and RLDGROUP — The Design Studio. An entrepreneur, business implementation expert, mentor, venture scout, speaker and forthcoming author, she helps businesses move from intention to execution.

Website: https://whatsyourboulder.com
Media appearances: https://whatsyourboulder.com/podcast-appearances
Book: https://whatsyourboulder.com/book
Press and speaker kit: https://whatsyourboulder.com/press-kit
LinkedIn: https://www.linkedin.com/in/sharonschanzer/
Instagram: https://www.instagram.com/sharonschanzer/

BOOKING & MEDIA INQUIRIES

Let's Have a Conversation Worth Having.

Whether you're looking for a candid podcast guest, an engaging keynote speaker, a practical workshop facilitator or an experienced business commentator, Sharon brings real-world experience, fresh perspectives and an enthusiasm for conversations that actually go somewhere.

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SEND A BOOKING INQUIRY →

VIEW SPEAKING PAGE

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What's Your Boulder?
Consider it done.

A solo consultancy turning stalled projects into finished results. Independent, hands-on, and friction-free.

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One Pager

Press & Speaker Kit

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