SPEAKER ONE-SHEET

Sharon Schanzer

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

Founder & CEO, What's Your Boulder? — The Implementation Studio & RLDGROUP — The Design Studio

ABOUT SHARON

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.

With more than 25 years of operating experience — from KPMG and Condé Nast to founding Madison Technologies and holding VP roles in San Francisco — Sharon brings a candid, jargon-free perspective: ideas are plentiful, but getting things done is where the real work begins.

SIGNATURE TOPICS

- **Congratulations, You're an Entrepreneur. Business Development Is Your Job Now.**
- **Be Friction-Free: Make It Ridiculously Easy to Do Business With You**
- **What's Your Boulder?** — From intention to implementation.
- **You Don't Need Another Strategy Session**
- **AI: Less Talking, More Doing**
- **The Revenge of the Generalist**
- **The Superconnector Advantage**

CREDENTIALS & AFFILIATIONS

- Founder & CEO, What's Your Boulder?
- Founder & CEO, RLDGROUP (est. 2000)
- Astia Advisor & Venture Scout
- LvlUp Ventures VC Scout
- Flash Point Capital Venture Scout
- Founder Institute Mentor
- Co-Lead, Women of OpenWater NYC
- Forthcoming author: *The Business of Being in Business*

BOOKING LOGISTICS

Based in: New York City (ET)

Available: Virtual & in person, national & international

Formats: Keynotes, panels, fireside chats, podcasts, workshops, TV & radio

Fees: Available upon request

Contact: sharon@whatsyourboulder.com | (917) 677-5827