Scaling Your Business

Show Notes

In this episode of The Virtual Ingenuity Business Podcast, Claudine Land, Business Strategist of Virtual Ingenuity, LLC, and Roshawn Blunt, president of a Black-owned women-led pharmaceutical commercialization organization, Corsaire Corporation discuss effective ways of scaling a business. Having more than 25 years of experience in the biopharmaceutical and medical device industries, Roshawn is currently on the board of directors of two pre-launch biotechnology companies, Kronos Bio, Inc. and Reneo Pharmaceuticals, Inc. as well as the advisory board of Scripps Memorial Hospital. Prior to that, Ms. Blunt founded and was the managing director of 1798, LLC, a pharmaceutical-managed markets consulting firm. 1798 was purchased by Fingerpaint Marketing, and she became a partner at the firm and the managing director of the consulting business line.

Roshawn was recognized by Medical Marketing + Media (MM+M) in 2022 for developing the top agency that champions diversity, equity, and inclusion. In 2021, PharmaVOICE 100 honored her as a Change Agent, and in 2021, MM+M inducted her into the Women of Distinction. Roshawn graduated from Princeton University, where she earned her A.B. from the Princeton School of Public and International Affairs, and she holds an MBA from Kellogg School of Management at Northwestern University.

Scaling a business is imperative for profitability. It is setting the stage to enable and support growth in your company. It requires planning, funding, and the right systems, staff, processes, technology, and business partners. Listen and learn how to scale your business from industry expert, Roshawn Blunt.

During this episode, we discuss:

- What is scaling a business?
- What is the importance of brand building when scaling a company?
- How important is having a team and how does that influence the ability to scale?
- Aside from looking at revenue generation, how should a business owner or manager measure the success of scaling a business?
- What do you think about industry trends and how they influence the approach to creating new businesses or scaling the business?
- From your experience, what do you think are the biggest challenges when it comes to scaling a service-based company vs. a product-based company?
- What is the importance of brand building when scaling a company?

We close by asking Roshawn if our listeners could have one take-a-away from what we talked about today, what is that one takeaway, and what is the one piece of advice she wished someone had given her when starting her business.

Learn more about Corsaire Corporation here: CorsaireCorporation.com

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Thank you so much for listening!

Let's impact together! Virtual Ingenuity, LLC