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When I Grow Up

By Joel Pekay

I have joked for years that we don't get older but rather, we mature. My wife jokes that she's not sure I even mature at times. That being said, I have had more and more frequent discussions with associates and friends about what we want to do as we get older and we "grow up". These are not young adults! They are colleagues and friends in their 40s, 50s, and 60s who have seen business and the job market change. These changes make the question "what do I want to do when I grow up?" all the more valid.

In the past 30+ years of my career, I have seen transition in the market, careers, and technology. All of which combines to drive change. As a result, I have had to adapt too. I continue to change, learn, and grow. It is actually one of the factors in my career I thrive on – change. Change that leads to learning and development opportunities.

Each day I work with people in many different industries and in a wide range of roles. From consumer products and industrial equipment to medical devices and agricultural products, my contacts and partners at these companies range too - from chief executive officers to compliance managers. I love the challenge of crafting messaging and tactics to reach the differing audiences. And as my audience changes, I must learn more about them and their businesses. The continued education keeps my mind young and my business progressing forward.

As technology has changed, I have also learned new tools that help drive businesses forward. From a fax machine or a bag phone – for those of you who remember them – to Google Ads, HubSpot, Salesforce, and Constant Contact. I have to understand the different tools and their functions so I can integrate and implement them in strategies that are right for each target audience.

To summarize, I embrace change in my personal life and in business. I have to ask myself the original question – what do I want to do when I grow up? Will I be a race car driver? A doctor? A firefighter? An astronaut? The answer is - I still don't know! What I do know is that I love communicating, building and executing sales and marketing strategies. I thrive on the daily interaction with people and the constant change. Therefore, I do love what I do even with the unknown twists and turns that life and business provide.

About Scuderia Partners LLC

Scuderia Partners provides businesses an outsourced team with expertise in developing and growing revenue through sales and marketing. We work across the customer life cycle, from acquisition to engagement to retention, to build stronger customer connections.

Scuderia Partners represents global, national, regional, and local businesses looking to expand in the North American market. We do this by building your brand, prospecting, outreach, sales, and ongoing customer management. Throughout the process, we build a scalable approach for continued success.