



SEPTEMBER 22, 2017

# 'I embrace all of the good fortune that has happened in my life'

**What's your essential business philosophy?** Work hard and stay humble.

**What are the smartest and dumbest business decisions you've made?**

Smartest: opening a New York City office early on. Dumbest: asking my (former) husband to work there.

**What's the best way to keep a competitive edge?**

By creating a culture where people are passionate about meeting client needs. When you get this right, people will go out of their way to promote you, to refer you, not because you ask them to, because they want to.

**What goal have you yet to achieve?**

To live 100 percent in the NOW. I strive always to stop to embrace all of the amazing good fortune that has happened in my life; but it is hard work for me.

**What do you think your employees say about you when you're not in the room?**

I figured best to ask them directly and they said: "I was brilliant, talented and had an abundance of great hair days."

**What three words best describe you?**

Opportunistic. Resilient. Fun-loving.

**What was your first job?** A waitress at Perkin's Pancake House.

**As a child, did you know what you wanted to be when you grew up?**

Yes. I was that child at school who was the class artist. In elementary school I designed the school flag (my first logo!) Always painted the murals – even designed my high school yearbook cover.

**What's your first choice for a new career?**

None. I am positive that I am doing what I am supposed to be doing and for that I am enormously grateful.

**What's something about you that people wouldn't expect?**

In high school I was dropped from the cheerleading squad but then decided to excel in square dancing.

**Do you have an exercise routine?**

Yes. It's called "My life." I am rarely in one ZIP code for longer than three nights!

**What car do you drive and why?** I own a Mercedes, but other people drive it



**Judy Munroe,** president and founder of Munroe Creative Partners, in the company's Center City office.

JEFF FUSCO

### BIO

#### JUDY MUNROE

**Company:** Munroe Creative Partners Inc.

**Company description:** Creative services/ad agency

**Company HQ location:** 121 S. Broad St., Philadelphia

**Title:** Founder/CEO

**Number of employees:** 23

**Age:** 62

**Original hometown:** Manchester, N.H.

**Education:** Temple University, BA in graphic design (Tyler School of Art)

**Family:** None

(while I wait for it to drive itself!). I don't love driving, I am a transit geek. I may hold the world's record for riding in 11 modes of transportation in a single day!

**What's your best vacation?** I enjoy long walks down the shoe aisle ...

**If you could have been present at any moment in history, a world event, an invention, a creation of great beauty, what would it be?** Over 5,000 or so years ago, someone created the button. It has a quiet perfection about it. We learn to button and unbutton as a child and do it till we die. And today, we press on buttons on our devices constantly, in search of information and to connect with the world.

**If you were stuck on a cross-country bus trip, which famous person would you like have sitting next to you?**

Queen Elizabeth I. My favorite business book is "Elizabeth I, CEO." The book reminds me that "being a leader is being a leader," whether you run a kingdom or a small company. She put her people before herself and turned a business in trouble into becoming the richest and most powerful nation in Europe. Her wisdom and her heart inspire me. I have 1,000 questions to ask her!

**Who would you NOT enjoy spending a lot of time with?** There's no one. Another philosophy of mine is that "Everyone brings something to the table."

**What's your favorite place in the region?** 13th and Sansom at 6 p.m. on any weeknight. It's where the new "creative class" has fun and gets energized. You'll see the next chapter in our evolving, amazing city come to life!