

## Lauren Westbrook Bio

A graduate of Harvard University, Lauren's expertise includes work with Goldman Sachs, HBO, Harvard Undergraduate Admissions, Harvard Law School, the St. Louis Internship Program, and countless high schools, universities, community and professional organizations, and individual clients across the country. Lauren currently works full-time in Marketing in the Consumer Products Division at *L'Oreal USA*.

Having spent 4 years as a Social Anthropology major (no, she didn't study bones and fossils; it's the study of people, cultures and human interaction) and a lifetime as someone with entrepreneurial tendencies (at age 7, Lauren was selling her parents possessions, unbeknownst to them, for \$1 a piece out in front of her driveway), Lauren decided it was time to put her knowledge of people, her ability to quickly build a rapport with others and her knack for business to good use.

In 2007, Lauren launched *Westbrook Strategies*, a consulting firm based in New York City, which offers a unique brand of customized, one-on-one coaching for individuals looking to improve how they present themselves in important social situations. Not to be confused with charm school or etiquette classes, *Westbrook Strategies* was developed specifically for regular people, with regular salaries, interested in practical (not pretentious) techniques and solutions for the potentially nerve-wrecking situations of everyday life: knowing what to wear during important, special occasions, not saying the wrong thing during college interviews, the kind of restaurant to choose for a first date, sounding really impressive during big presentations at work, etc. Since the company's founding, through *Westbrook Strategies*, Lauren has helped over 200 clients develop strategies for improving their communication skills and personal presentation abilities.

Lauren loves her family, great bargains, reality TV and good food (especially pizza, Chilean sea bass, peanut butter and jelly sandwiches).

She can be reached anytime via phone (212- 767-9185) or via email ([LWestbrook@westbrookstrategies.com](mailto:LWestbrook@westbrookstrategies.com)).