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## Women in Business Q&A: Jacqueline Strum, Founder and CEO, ThirstyNest

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*How has mentorship made a difference in your professional and personal life?*

There's such a wealth of information sharing I'm constantly learning from leaders I respect every day. Whether it's someone at the level of Reid Hoffman who hosts Masters of Scale to listening to Alex Blumberg document the true renaissance of starting his media business, Gimlet - there are all kinds of mentors everywhere sharing information through dozens of mediums. In my career, many of the folks I look up to the most have been wine industry icons I've been lucky enough to rub elbows with over the years. We've had a wonderful ongoing relationship with the Taub family who own Palm Bay Imports and seeing how Marc has grown and diversified his family business is incredibly inspiring. Additionally, Gina Gallo and [Jean-Charles Boisset](#) are a power couple I've been fortunate to know for most of my life. Each of them have made distinct strides and leadership decisions in their own businesses that have had ripple effects on the entire industry. Being surrounded by such incredibly intelligent and accomplished people forces you to be on your A-game and think like a leader. In my personal life, watching my mother take care of us while starting Wine Enthusiast made me feel that there was no question I could do it all. When I was nine years old, I actually dressed up as a "business lady" for *Dress as What You Want to Be When You Grow Up Day* at camp. I always assumed that being a great mom and a great business leader were things that were never mutually exclusive. Now, on the precipice of starting my own family, I realize just how difficult that must have been. I'm terrified, but I feel a sense of support and faith knowing my mother did it with such grace.