

MEET THE BOSS

Smooth operator gets the legwork done

Sue Ismiel is the first to admit hers is the classic rags-to-riches story.

"I built my business from the ground up," she says. "I had no business skills or financial education. It's about believing in something."

Ismiel believed in a green goo, created in her kitchen to help remove one of her three daughters' unwanted hair.

She named it Nad's (after Nadine), began telling the world, and built a \$20 million global business, which distributes hair removal solutions to every major retailer in Australia,

the US and Britain. "You throw yourself in the deep end," she says.

While she lives and breathes hair removal, Ismiel's real passion is innovation.

"I can't keep talking about the product I created 20 years ago; that's boring."

Innovation and creativity need to be top of mind, she says, and the focus for her right now is nose hair.

"I'm still excited to use entrepreneurship and get the attention of a Walmart buyer," she says.

SUE WHITE

Curriculum Vitae

Name Sue Ismiel.

Current position Chief executive, Sue Ismiel and Daughters Group (owner of Nad's products).

Responsibilities "Shaping values and standards, building a champion team and grow, grow, grow."

Education High school.

Additional training/courses None. "I learnt everything the hard way."

Professional associations

include Chief executive Institute Toastmasters Australia Day Ambassadorship.

Honourable mentions Multiple awards including: Induction into the Australian Businesswoman's Hall of Fame (2000), *Bulletin's* Business Star of the Year Award (2002); Guinness World Records Holder – for waxing 32 pairs of legs in one hour (2005); NSW Woman of the Year Finalist – International Woman's Day (2009).

Strength My strength is being the brand ambassador. Nad's and myself are inseparable.

Weakness I'm consumed by the entrepreneurial drive. I can get distracted and lose focus and go, go, go.

Management style and tips The hardest role for a CEO is managing people. Working with all types of personalities for 20 years teaches you to identify the winners, losers and ones between.

Work motto Have a go; you've got nothing to lose.

