

# **Cynthia Schemes**

**Founder at AbbeyPost**

Greater New York City Area, NY, US

Woman, Entrepreneur, Wife & Mom, Thinker, Challenger, Lover of Laughter.

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## **Biography**

I've been in the technology industry since 1994. Yep, been around a long time. In addition to putting in my time at big companies like AltaVista and Netopia (now part of Motorola), I've worked in several VC-backed startups of varying degrees of ultimate success. Previously I was the founder of a bootstrapped and highly profitable ecommerce startup specializing in ultra-luxury handbags. When my twin children were born in 2008, I closed down the business, with the grand plan of being a full time stay at home Mom. That lasted 6 months. I am now Founder & CEO of AbbeyPost, a marketplace and community exclusively focused on bringing high tech solutions to Plus Size women's fashion. I'm taking on the big boys (eBay and Etsy), and I'm not afraid.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC

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## **Industry Expertise**

Retail, Internet, Computer Software, Social Media, Women

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## **Areas of Expertise**

Business Development, Entrepreneurship, Working Mom, Women Led Startups, Sales, Tech Startups, Networking, Social Media, Startups

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## **Affiliations**

Step Up Women's Network

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## **Sample Talks**

### **I Quit a 6-Figure Job to Found a Startup. WHY??!**

As a 40-something Mom of twins, with a mortgage and loads of responsibilities, I'd have to be crazy to quit a comfy six-figure job to start a startup company from the ground up, right? Well...I did. In this talk, I discuss the "Why", but also give practical tips and advice for "When" and most importantly, "How". I'll cover topics like idea validation, Lean Startup methodologies, doing more with less (or nothing!), the power of social media to jump start your business, and more.

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## Education

Lee University  
BA Communications

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