

# Meet Esther Benzie



Esther Benzie is proof that we're stronger when we work together. Esther has over 20 years of marketing expertise with leadership roles across brands, shopper marketing, market research and marketing capabilities. She is experienced in building and training great organizations, and is a passionate supporter of women in business. Esther is also a founding sponsor of Forward Together!

We sat down with Esther to understand her thoughts on influence and her vision for the future of Forward Together.

**Q: What does influence mean to you?**

**Esther:** Influence is impact that results from a combination of **listening, knowledge, and trust**. To influence, you must hear the input, concerns or builds, then support your ideas with right facts. A reputation of saying what you mean and delivering what you have promised is also a must.

**Q: What advice would you give your younger self?**

**Esther:** I would tell my younger self to **let people help you**. I grew up in business in a time where it felt as if being a strong leader was equal to creating your success alone, so it took time before I felt comfortable asking for help from others. Now that I've learned this, I know a strong support network is a critical component to success.

**Q: What is the inspiration behind your leadership in Forward Together?**

**Esther:** I was inspired by two leaders in my organization who came to me with a vision to help bring together a community of **high potential women**. I helped them with the Forward Together launch and outreach to other organizations, and 6 months later the movement had begun! **The Forward Together community has reminded me of the power of passionate owners, a good idea, the willingness to lean in and make it happen and the value of sponsorship to help you realize your potential!** I'm excited to see how Forward Together continues to grow and evolve!