

Women in Business Networking



Interview with Melissa Cutcher, Better Business Bureau

WiBN: Tell us about your business.

Melissa: Your BBB, the leader in advancing marketplace trust, is an unbiased non-profit organization that sets and upholds high standards for fair and honest business behavior. Businesses that earn BBB accreditation contractually agree and adhere to the organization's high standards of ethical business behavior. BBB provides objective advice, free business BBB Reliability Reports™ and charity BBB Wise Giving Reports™, and educational information on topics affecting marketplace trust. To further promote trust, BBB also offers complaint and dispute resolution support for consumers and businesses when there is difference in viewpoints.

WiBN: -What or who has been your greatest influence in business and why?

Melissa: My Dad, when I was very little my Dad worked two jobs to support our family. As I got older watching his work ethic has made me the hard worker I am. I learned that if you work hard your efforts will be noted.

WiBN: What would you say is your greatest professional accomplishment to date?

Melissa: I made a career change by coming to the BBB in 2006. The decision to make this change could have ruined my family financially. I found success here and a strength I was unsure I held. I have been successful here and in June 2008 promoted to Director of Business Development. I manage a team of three, and maintain a monthly sales goal.

WiBN: What's the best advice you have received as a business woman that you wish to pass on to our readers?

Melissa: Don't sweat the small stuff, and persevere.

WiBN: What has been the most effective marketing initiatives or programs you have used to promote the Better Business Bureau?

Melissa: I attend 3-5 events every week, we implemented a Google Adwords program about 1-1/2 years ago. The program has been very successful and has grown our footprint in the community.

WiBN: What do you do for fun/relaxation?

Melissa: I love to watch movies, reading Janet Evanovich books, and any self-help book I can find, play with my dogs, and socializing with friends.

WiBN: What is Number One Business Goal you plan to accomplish over the next year?

Melissa: Just one huh....be a better manager, implement the tools I have learned. Keep learning.

WiBN: In addition to your website, how else can our readers connect with you online? (list your blog and social networking links here)

Melissa: LinkedIn