



LARA SOLOMON:

Award-Winning Business Entrepreneur

Lara Solomon, winner in the NSW Telstra Micro Business Awards 2008, has struck gold since finding the motivation to leave her high-profile career to start a new business and launch an unknown product in to the market place ... making a success of it (a million dollar success that is!)

LaRoo is the brainchild of Lara Solomon and the company that brought Australia (and the world) the original mobile phone sock or "Mock" – now an iconic brand with over 1.6 million Mocks already sold worldwide in Australia, New Zealand, UK and USA.



About Lara Solomon:

Born in London in 1975, Lara Solomon studied Business at the University of West of England, specialising in Marketing. After being offered a position with Jaguar and a fifteen-month stint at Reckitt Benckiser she sold up shop, packed her bags and moved to settle permanently in Sydney, Australia.

Lara gained valuable marketing and business experience in Sydney, where she was the Brand Manager at SC Johnson, responsible for Mr Muscle, Windex and Pledge, then Marketing Manager at Conair and Vidal Sassoon, where she launched Cuisinart into the Australian marketplace.

Mocks – Mobile Phone Socks

It was in March 2004 that Lara started LaRoo and launched the product Mocks.

Why Mocks? Mocks are your everyday, essential fashion accessory; designed to protect small electronic devices from scratches, sunburn or the cold. Mocks ensure your goods stay in top nick, while expressing your personality.

With strategic marketing and a solid business approach, LaRoo grew a huge 46% on average per month in the first nine months.

www.MyMocks.com

Brand New Day

In October 2008 Lara published her book *Brand New Day – The Highs and Lows of Starting a Small Business* is a true, funny and brutally honest Bridget Jones' Diary style account of starting a new business. *Brand New Day* follows Lara on her journey through the successful growth of her company LaRoo, as well as her compelling relationships with employees, friends and family. Readers experience a fly-on-the-wall view in to the mistakes she made along the way – sometimes at a huge expense.

www.BrandNewDay.com.au

Social Rabbit – Social Media consulting

In January 2010, after HUGE success with her Mocks brand on Facebook (12,000 fans in under 3 months and doubling of online sales), Lara saw that other businesses needed help with their social media. She created Social Rabbit as a way to offer education and consulting advice to businesses large and small. Her vision is to help businesses achieve their goals through social media.

www.SocialRabbit.net

Lara's Accolades:

- Listed in 2010 Australian Women's Who's Who directory
- Finalist in the Telstra Young Businesswoman Award 2008
- Winner of Best Micro Business in the NSW Telstra Business Awards 2008
- Finalist in the Telstra Young Businesswoman of the Year Awards 2005
- Winner of The Australian Business Women's Network New Business Award 2005
- MBA Scholarship as part of the Sydney Business Woman of the Year Awards 2006
- LaRoo is listed on the 2008 BRW Top 100 Fast Start-up.

