

wise

WOMEN IGNITING THE SPIRIT
OF ENTREPRENEURSHIP

FEATURED ENTREPRENEUR

Sara Martin

Principal, Critical Path Engineering Solutions, PLLC (CPE)

Working nearly two decades in the engineering field, Sara Martin always had an entrepreneurial spirit and was always searching for new ideas, knowing that one day she would find the one that she wanted to pursue. After sitting through many meetings and hearing how it was difficult for the industry to fulfill the government requirement for projects to include minority-women owned business enterprises (MWBE), Sara realized that she could combine her professional experience and her passion for starting a business to do just that.

As a new entrepreneur operating a company that is less than a year old, Sara is invigorated and energized by the “unknown.” She has attended classes and worked with a mentor at the WISE Women’s Business Center, noting that she was able to get advice and ideas from others on how to get started, all while building her network and learning about the different facets of entrepreneurship. “

In addition to diving into entrepreneurship head first, Sara enjoys the flexibility that business

ownership offers her—she is able to arrange her work schedule and meetings to be available for her family more when needed. “I am probably working more hours now than I did before but don’t even realize it,” she says. “I absolutely love what I am doing.”

Sara hopes to combine her spirit of supporting local businesses and potentially grow her company to become a boutique WBE engineering firm that employs five to ten people in a fun, creative environment that offers a diversity of services and an on-call network of retired or part-time engineers. She encourages others to not put too much pressure on themselves and to take each day as it comes, noting that there will be both good and bad days. “I power through by reminding myself of the end goal; and that success has already been achieved by taking that leap of faith and trying something new, no matter what happens,” she says.



*wise words
of wisdom...*

“Work hard, appreciate who and what you have in your life and never give up.”

– Sara Martin

WISE HAPPENINGS:

► Check out wisecenter.org/events for a complete list of upcoming events!

Women in Creative Businesses Roundtable Discussion

November 3, 12:00 - 1:00PM
November 10, 12:00 - 1:00PM

The Building Blocks for Starting a Business

November 1, 12:00 - 1:00PM
November 30, 5:30 - 7:00PM

Women as Career Changers Roundtable

November 17, 12:00 - 1:00PM

A women’s business center... run for women, by women.

All events, unless otherwise indicated, are held at the **WISE Women’s Business Center @ The Tech Garden** // 235 Harrison Street // Syracuse, NY 13202
(315) 443-8634 // wisecenter@syr.edu // www.wisecenter.org // **FIND US ON:**



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