

wise

WOMEN IGNITING THE SPIRIT
OF ENTREPRENEURSHIP

FEATURED ENTREPRENEUR

Jill Sneider
Owner, Fresh Twist by Jill

A clear mark of an entrepreneur is that when you see a problem, you create a solution. Thirty-eight years ago, Jill Sneider created a revolutionary product for new moms—a diaper bag with a removable changing pad built into the top of the bag. She obtained a patent and made sales, but decided the time was not right for her to be an entrepreneur. Jill has returned to entrepreneurship with Fresh Twist by Jill, her newest venture into seeing a problem and creating a solution. She offers her clients a fresh new look and feel to their space, without buying anything new!

Jill had a full-time career in the field of social justice and was a longtime employee and educator at Syracuse University. She has worked directly with people her entire career and has always enjoyed creative pursuits on the side. After decades of service to the University, Jill decided it was the right time in her life to retire and transition her side business into a full-time gig. For years, Jill had been helping friends and acquaintances freshen up their homes by rearranging their furniture and reimagining their space using items they already owned. “My

creative eye and ability to connect with people is what I bring to this job,” she says. “I’m able to find out what’s important to clients and redesign their space in a way that they had not been able to envision themselves.”

Facing challenges is part of any entrepreneurial journey and those daily challenges keep Jill moving forward in terms of personal growth. “During my entire career I had been part of a team,” says Jill. “Being a solo entrepreneur is so different.” Jill has learned the importance of being patient and building a strong network of mentors and fellow entrepreneurs to keep her inspired. The WISE Women’s Business Center helped Jill develop a business plan and learn financial issues like budgeting and accounting, and it continues to offer her connections, support and coaching.

“It’s powerful making my own decisions for my own business,” Jill says. In the future, she wants to expand her business to include corporate clients in addition to the individuals she already serves.



*wise words
of wisdom...*

*“Learn to be okay with being
out of your comfort zone—that’s
often when one moves forward.”*

– Jill Sneider

WISE HAPPENINGS:

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

The Building Blocks for Starting a Business

January 10, 12:00-1:00PM
January 25, 5:30-7:00PM

Women in Creative Businesses Roundtable Discussion

January 12, 12:00-1:00PM
January 26, 12:00-1:00PM

Mastermind Groups Program Matchmaker

January 18, 12:00-1:00PM

Women as Career Changers Roundtable

January 19, 12:00-1:00PM

Ask the Attorney: “Partnerships: What You Need To Know Going into Business with Someone Else”

January 31, 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:**  



A PROGRAM OF THE FALCONE CENTER FOR ENTREPRENEURSHIP AT SYRACUSE UNIVERSITY

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