




ENTREPRENEUR SPOTLIGHT: SUSAN BEDNAR LONG

LEADING WITH PURPOSE



My business is all about helping people create a home that is functional and beautiful. Each client presents a unique set of challenges that motivates me to solve the puzzle.

Susan Bednar Long

WORDS TO LIVE BY

I'm in an industry where things change all the time--styles, trends and technologies. I actively go to design shows like Salone del Mobile in Milan looking for inspiration and resources to continue to improve my industry knowledge and evolve my style while staying true to my brand. My goal is to continue to seek out interesting and inspiring projects!

S. B. Long Interiors balances modern and classic elements to create sophisticated, timeless interior spaces. Each interior is a unique mix tailored to the client's aesthetic and architecture. S. B. Long Interiors is widely known for its "Modern Traditional" signature style.



WHAT INSPIRED YOU TO START YOUR BUSINESS AND BECOME A FEMALE FOUNDER?

My Dad was my greatest inspiration. He was an entrepreneur himself creating a number of businesses from marketing to developing products. I grew up going to his office. I always had a creative spirit and ability to draw. He fostered that in me allowing me to volunteer in the art department of his marketing company. He would always talk about the benefits of being your own boss and that I should strive to do that when the time was right and when I found something I was passionate about. Later in college, I became very interested in sculpture and created site-specific installations. That piqued my interest and lead me to continue my education in interior design - which has become that passion.

WHAT SETS YOUR BRAND APART FROM COMPETITORS IN YOUR INDUSTRY?

Whether decoration or a full renovation, each project is distinctive. Working closely with clients, I have a practical approach and excel at execution from design concept through every detail of the final installation. I like to say, "I keep the drama in the design, not the process. My clients are highly successful people who want it done right and that's what I do."

CAN YOU SHARE A MEMORABLE MOMENT OR EXPERIENCE THAT SOLIDIFIED YOUR DECISION TO PURSUE ENTREPRENEURSHIP?

I was working at Polo Ralph Lauren in NYC in their creative services department designing the stores. My boss and mentor told me he was leaving design to go to Hollywood to pursue his dream of being a screen writer. It was a big blow to me. He was such a fun, supportive boss and working there without him would be very different. At that moment I realized I was ready to make the move to pursue my own interior design business. Previously, I had worked for a design build company in Beverly Hills and successfully managed interiors projects at Ralph Lauren. I was finally mentally ready to be an entrepreneur. From that point forward I never looked back.

HOW DO YOU DEFINE SUCCESS FOR YOUR BUSINESS, AND WHAT MILESTONES HAVE YOU ACHIEVED SO FAR?

First and foremost, client satisfaction. I am proud to have clients coming back with multiple projects like a second home, when they relocate or when they just want a refresh. When I get client notes describing my interiors and how they "make the day to day so workable" for their families that is my definition of success. It is also a nice achievement to have my work be featured within shelter publications like D Home, Veranda, Luxe Magazine and be distinguished within the Dallas design community with five Paper City Design Awards and D Home's Best Designer list.



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