



# Introducing our Team



**out-smarts**  
MARKETING





## Question 1

What's your name?

It's Mhairi, a Scottish Gaelic name (for Mary)  
pronounced va-ri.

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## Question 2



Who inspired you to pursue the career you have today?

- Tom Vassos – I saw him speak about Internet Marketing in 1995 and that got me hooked.
- Christine Rondeau our developer – in 2007 she told me I should focus on digital marketing because I knew so much about it!
- Main one – my family as a I wanted a flexible career that would allow me to be my own boss and be with them when I wanted and needed to. I couldn't have done it without my husband's support.

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### Question 3



What was your first job?

I sold fruit and veg on a market stall.

### Question 4

What do you do at Out-Smarts?

I'm the founder. I support my team to get the best results for our clients. I also like to be involved at all levels doing a bit of everything from strategy and consulting to web design, SEO and Google ads.

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## Question 5



What do you like about working at Out-Smarts?

The people I work with, my team and our clients – they are pretty cool.

## Question 6

What's the one project you did recently you are proud of?

I am proud of every project. Most recently the launch of the VICF .

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## Question 7



What's your secret talent that no one knows about?

I make really delicious (and sometimes weird) fermented foods. I've been perfecting fermented bananas lately...

## Question 8

What's the best advice you can give to someone who just started their career?

Work life balance is key to success. Do your best work and respect everyone you meet on the way.

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## Question 9



How would you describe your job to a bunch of five-year-olds?

Using computers, I help people like you find businesses they would like to buy from (ie your fav ice cream store).. It's like hide and seek but for businesses.

## Question 10

What do you enjoy doing when you are not working?

Spending time with my family. Biking, swimming, making fermented food. I love petroglyphs and megaliths and learning about the ancient past. I also love finding good street art.

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Interview

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INTERVIEW.

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