

*Essie Escobedo
Chief Executive Angel
Office Angels
Atlanta, Georgia*

For Essie Escobedo, it all started with a physics degree which led to becoming a Black Belt in Shotokan Karate which led to being a business owner. Scratch your head if you must but it all makes perfect sense to Essie.

Her own never-ending passion for all things practical and intellectual prompted Entrepreneur Essie to see a void in the market and fill it. Instead of approaching the target market first, Essie flipped this business approach on its head and went after an often overlooked population – the at home workforce.

What is the at home workforce? A large and growing group of degreed and credentialed individuals who have left Corporate America with impeccable skills, proven track records and a passion for staying employed less than full time. These professionals bring expertise and a level of professionalism to the job that most small businesses can't afford. However, these are the same small businesses that desperately need what all these non-employees have to offer – business acumen, flexibility and a “can do” attitude.

Don't call them “employees.” In reality, the business owners they don't call them employees. They aren't employees at all – they are Essie's angels.

A veteran small business owner with more than 20 years' experience starting and running two success businesses, Essie knew what she needed when she was in the corner office - stellar accountants, administrators and project managers who were flexible enough to fit in where they were needed and move on to the next challenge. She also realizes that the employee-like performance she wanted had to come at a nonemployee-like price.

So, once again, Essie took a different path. She launched Office Angels to bring the skills and talents of a world class support staff to even the smallest business owner. Quickly navigating the delicate balance that comes with simultaneously acquiring clients and Angels, Essie harnessed the power and efficiency that only an at home workforce could deliver.

Most importantly, she brought the brilliant but forgotten population back into the fray. As a result of the Office Angel dream becoming a reality, Essie once again changed the way business was done. Outstanding assistance from proven professionals leveled the playing field as small business owners could access the same caliber of support once reserved for only the largest of industry leaders.

The physics major with the karate kick now functions as a matchmaker, putting Angels with owners. The at home workforce stays home and has a found a home with Essie.

To access the latest at home workforce trends, call in the Chief Executive Angel. Essie can be reached via email essie@officeangels.us, through the office 770-442-9246 or by mobile 404-683-1634. Feel free to call if you just need a karate kickstart too!