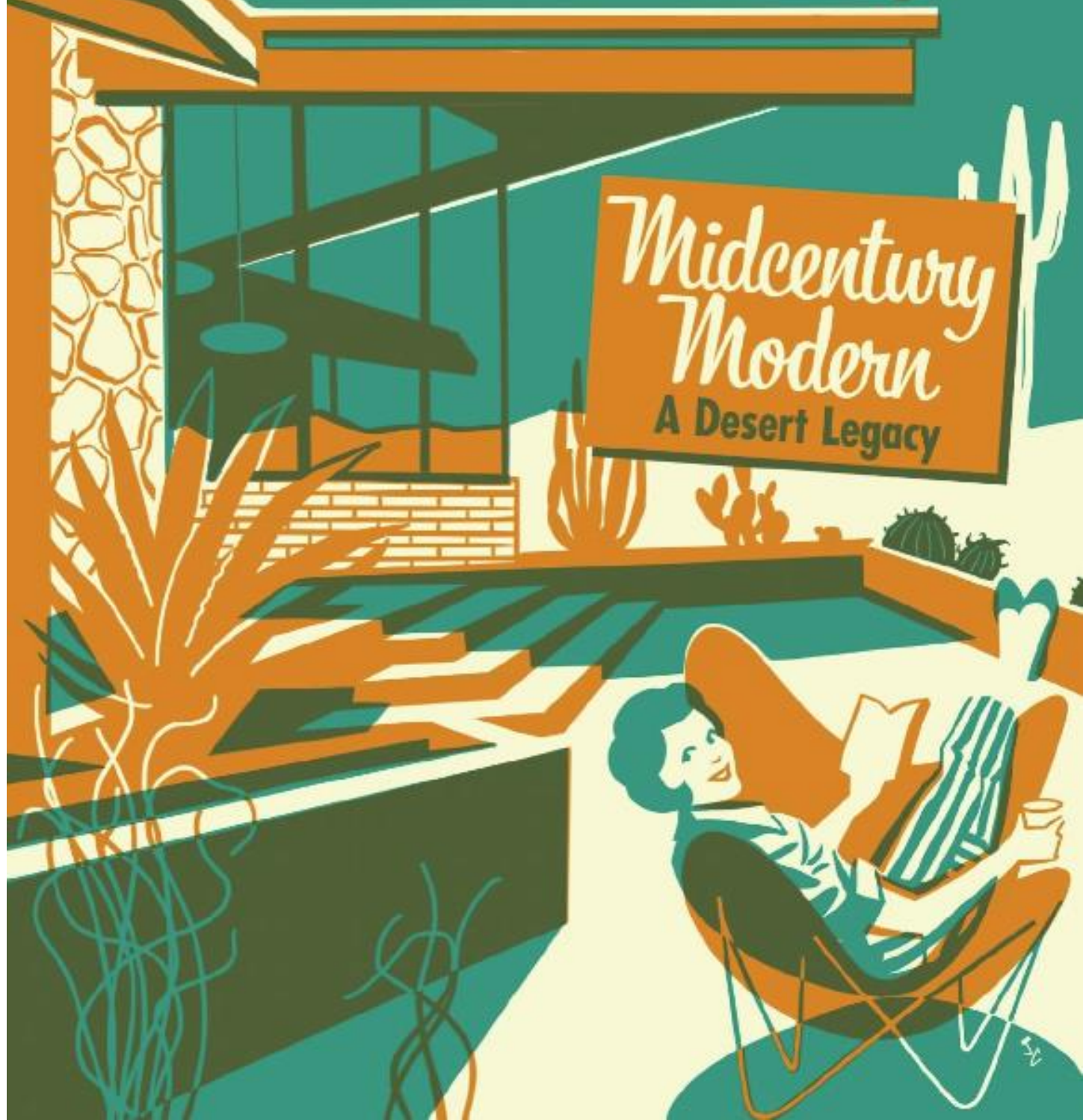


Electric Vehicles - Get Turned On / Laundry Rooms - Clean Is Cool

New, Bolder

Tucson Lifestyle

*Midcentury
Modern*
A Desert Legacy



Q&A

Sharon Whiteley / founder and CEO of TRU47

Photo by Thomas Veneklasen

Q: Where were you born?

Waterbury, Connecticut

Q: How did you become interested in your career field?

It was not a conscious pursuit. I was born into an entrepreneurial family and it's in my DNA. I never set out to build any business, and I've created seven companies. I got tapped on the shoulder, hit in the gut and the call is more seductive than the sirens calling the sailors. I am drawn to follow my passion.

Q: What is the biggest challenge of your job?

In this day and age, staying current with all the constant changes that are seismic.

Q: What is the greatest reward of your job?

Executing a vision of creating health and well-being products that are innovative and life-enhancing.

Q: Do you have any family members in Tucson?

None

Q: Where would you most like to vacation next — and why?

Vacations are not top of mind; never have been. I don't consider what I do as work, so vacation time in the traditional sense is not in my mindset. I do love the Rocky Mountains, and I do love the ocean, so visits there would make it to the top of the list for down time.

Q: What was the last book you read, and what did you enjoy the most about it?

Breathe: The New Science of a Lost Art. I value and relate to the science behind the perspectives.

Q: When you have the time, what is your favorite TV show to binge watch?

I don't watch TV for entertainment; rather, the news programs to stay current with events.

Q: What's your favorite food indulgence?

I am a healthy eater, although do like whipped cream on almost anything.

Q: In 20 words or less, describe your perfect day.

To wake up, feeling well rested, seeing the sun shining and being able to engage with others in manifesting and bringing to life the enterprises I am committed to.

TRU47 (TRU47.com) makes antimicrobial masks.

