

# Susan Cronenwett

Owner

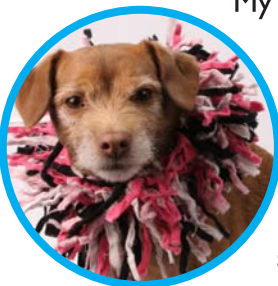


## Life without art would be boring!

Art is a part of everything I do. From running a small business to creating new products for us to sell, my creative passion is what drives me to succeed. I have finally found the perfect mix that satisfies both my love for business and my passion to create things while at the same time sharing my creations with others. My goal is to do what I love and love what I do. Today I am doing just that.

Ever since I can remember I was creating something. When I was young I designed and made clothes for my dolls. Today, I have a fabulous dog, Zoey, who puts up with me constantly dressing her and taking silly pictures. Her best friend Kuma is just about her size and has therefore been called to duty as well. Together they make quite a pair. But what makes my art complete are the smiles and laughter that happen when they walk down the street in costume. I love to hear peoples' comments and giggles. The joy that it brings just warms my heart.

To share that fun and laughter with other pet owners, my partner and I created ARTICO. It is where I spend most of my time creating fun and creative products for pets and people too. It has taken me years to arrive at a place in my career where both my love for art and passion for business are entwined together.



My career started when I graduated from Smith College in Massachusetts with a degree in art and math. From there I moved to San Francisco where I developed a medical history museum for a doctor's association, growing the collection to over 2,500 pieces. While that position met my interests for organization, research, and development, it didn't give me the opportunity I sought to be more fun and creative. I decided to go back to school and obtain my MBA from the Haas School of Business at UC Berkeley. My focus was on new product development and marketing. From here,

I consulted with various companies on developing their new products and marketing strategies. I also ran a communications department for a medical organization among other jobs. It wasn't until we created ARTICO that I really began to enjoy my career.

Today, my business career is a part of my life and dogs are my inspiration. There is nothing like a sweet fur baby to make people stop and say hello. And, a dog in clothes can stop just about anyone and make them smile!



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