

# 60 SECONDS WITH AN ENTREPRENEUR...

## EMMA WOLFE

**Role:** COO and Glasgow Franchisee

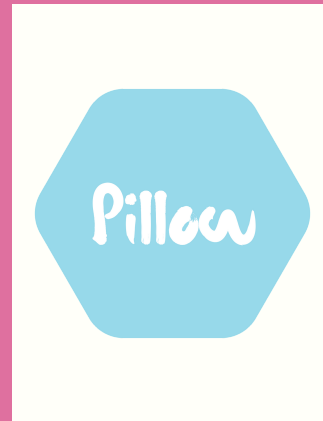
**Company Name:** Pillow Partners

**Sector:** Serviced Accommodation / Hospitality

**Founded:** 2016

**Base:** Glasgow

**Purpose:** Pillow Partners is a social impact short term rental management company delivering exceptional experiences to every guest.



**Tell us a bit about your business?** Pillow Partners are a UK wide short term rental management company that works on a franchise basis. Along with running my Glasgow franchise I also look after operations and franchisee development.

**How did you come up with your business idea?** Unfortunately I cannot take credit for the company idea however I can take credit for having the guts to leave a corporate job to embark on an amazing future joining forces with Pillow!

**What's been your biggest challenge to date?** My biggest challenge has been “learning” to enjoy speaking in public. I used to get so nervous – it is still not my comfortable space however I can find myself enjoying it on occasion now.

**How has SE (or any other support organisation in the Scottish ecosystem) helped you on your journey?** The Scottish ecosystem is amazing, just this year I have been part of the Principally Women and Resilient Leadership cohorts where I have met some amazing likeminded business people.

Being part of groups like these has really helped me develop as a leader and business person. Being part of these groups and ecosystem has also helped push forward our action plan for Pillow moving into 2023.

**What's been the highlight of the last year for you?** Ah there have been so many but possibly sneaking into get my picture taken with Jimmy Carr after Pillow won an award recently in Birmingham.

**What's your favourite thing about being an entrepreneur?** I love the variety in every day. No 9-5 specifically for me, I make the schedule in line with the needs of the business.

**What's the best thing about being an entrepreneur in Scotland?** The support network is awesome. I have made some amazing friends along the way too.

**What's the best piece of advice you ever received?** When my asking my aunt Irene if I should leave my job and go self employed she said “take a risk, life is short”.

**What advice do you wish you hadn't listened to?** Fortunately I didn't listen to any of that so there are no regrets there.

**What has been your proudest achievement since starting your businesses?** Switching from individual franchisee to trainer and mentoring others.

**Who has been your biggest supporter?** My Dad – when I told him I was quitting my corporate job to be self employed I thought he would have gone mental but he was the complete opposite and is so happy to see me thrive and enjoy the life I am creating.

**Is there anything on your business bucket list?** I would love to write a book to help other people in their 40's grab their dream of becoming an entrepreneur.

**How do you care for each other's wellbeing at work?** We always stay in contact with each other – we have loads of remote team members and we make sure they have contact with other team members daily. In the office we have introduced ping pong computer breaks which we all love, and we let our paw pals come in to the office and make everyone happy.

**How do you start your day?** I like to start my day with some doggie cuddles, coffee and going to the gym.

**What do you do for fun after a busy week?** After a busy week I can go either way, you could find me up a mountain enjoying that amazing Scottish air or lounging in a lovely bubble bath with a glass of wine!

**What's the best business book you've read?** I love the story of Nike – Shoe Dog. I love every part of the struggle and see similarities with Pillow Partners despite the polar industries. This gives me faith that we will be as successful as Nike. Watch this space!!!

**Any office pets?** We have a pet friendly office – nicer than humans! We actually have an award category this year at our annual awards for the most “pawsome” team member. My favourites are Freddie and Alfie (I am biased as they are my fur babies).

**Do you have a favourite TED Talk?** Wendy Sneddon "How domestic violence affects pets"!! For a few reasons, I know and admire Wendy and everything she has achieved and is striving for and also because I am all about the animals. We are also a charity, so subjects like this are close to our hearts.

**What's your best tip for achieving a good life/work balance?** I think the biggest tip would be make time for the non work stuff! If you do not schedule it in generally as entrepreneurs we never do it. Even if I am meeting my dad for lunch, it goes in the diary!

**What would you say is the secret to success?** I really do not think there is any secret to it. Work hard, have fun and be genuine when helping others. Oh and always give back, we take a lot from this life so its good to give something back!

**What's your big dream?** My big dream is to own my own aparthotel in Scotland and maybe a castle!

**How would you like to be remembered?** As a fun loving, successful business person who did some good in the world.

**Where can we find out more about your business?** [www.pillowpartners.com](http://www.pillowpartners.com) / @Pillowpartners