

VoyageMIA

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Meet Juliana Ruiz of BryteBox Consulting



VOYAGEMIA STAFF



Today we'd like to introduce you to Juliana Ruiz.

Juliana, let's start with your story. We'd love to hear how you got started and how the journey has been so far.

I've been an entrepreneur in training since my early childhood. Both my mother and father own their own successful businesses (as did my grandparents on both sides, aunts, uncles and many cousins).

I was always exposed to the crazy hours, intense passion and the continuous roller coaster that is entrepreneurship, and I thrived on it.

I launched my first profitable company in my mid-twenties and sold it in my early thirties. It was a great experience in that it let me use my business (BBA in Marketing from University of Miami) and family backgrounds to create something from scratch, watch it grow and then sell it in what turned out to be a multiple offer scenario.

After the sale, and in between corporate jobs, I consulted for a few years on my own. Within a short time frame, I started landing more engagements than I could personally manage, and started growing my team. In 2014, I took over a healthcare consulting company; and later rebranded to BryteBox Consulting. Since 2014, BryteBox has grown to a team of 9 subject matter experts, and expanded to include multiple industries outside of healthcare.

Has it been a smooth road?

I don't think running a business can ever be a smooth road. There are intense moments of ups and downs, confidence and self-doubt; on a regular basis. You're tested on so many levels both personally and professionally.

There's also an immense reward to seeing your hard work, your passion, be appreciated.

In late 2014, when we landed one of BryteBox's largest clients, my 10-year marriage ended. It was a tough time. More than once I considered closing shop, and going back into the corporate world. It was safer, and what I needed was stability. Instead, I dove head first into growing the company, adding over a dozen new clients in a little over a year. I was determined to set an example for my children, especially my daughters on being able to push forward amidst the personal chaos.

So let's switch gears a bit and go into the BryteBox Consulting story. Tell us more about the business.

BryteBox is in the business of improving/growing other businesses. Broadly, consulting services. More specifically, marketing and communications, business development, and turn-key event production.

In a nutshell, we work with the executive leadership teams of medium sized companies to increase their brand equity by creating tailored activities, strategies and campaigns that improve and increase brand exposure.

I'm proud of many aspects of BryteBox, particularly what we've been able to accomplish in the past three years. We have grown to where we are today, strictly through referrals and recommendations.

Which is a testament to our work product and our brand. We've partnered and worked with some pretty big names in our short history, and have effectively positioned BryteBox both locally and within the industries we specialize in.

Our entire team is passionate about what we do, and funny enough, consists of close friends of mine, for the most part. Friends whom I've known long before BryteBox, that are established experts in their fields. Another aspect of BryteBox that I'm proud of, our people and their knowledge.

How do you think the industry will change over the next decade?

I think the most significant shift in the consulting industry is the need for transparency in all business operations.

There's an obvious shift from b2b/b2c interactions to human to human. Consumers want to know who's behind the brand, what their values are, and what they stand for.

They want to connect, on a personal level. And if they can't connect for one reason or another, they don't want to feel like they were misled. They want authenticity.

With increased connectivity, clients, consumers, employees and vendors have the platform and a voice to call out companies that are missing the mark, or being inauthentic.

We see this happening daily with larger brands (think Pepsi, Dove, United Airlines), and significantly affecting their brand equity.

Contact Info:

- **Website:** <https://bryte-box.com>
- **Phone:** 954-361-5236
- **Email:** jruiz@bryte-box.com
- **Instagram:** <https://www.instagram.com/brytebox/>
- **Facebook:** <https://www.facebook.com/BryteBox>
- **Twitter:** <https://twitter.com/BryteBox>
- **Other:** <https://www.linkedin.com/in/julianaruiz/>







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