

Case Study: Image by Roxan

Image by Roxan, a Colorado based company engaged in modeling instruction, was founded by international fashion model Roxan Gould.

Drawing upon a lifetime of inspiring and enriching experiences in the fashion industry, Roxan and her team of instructors impart poise, confidence, passion and an insider's wisdom to students of all ages and walks of life through seminars, camps and private sessions.

Roxan's clients include JJill, Macy's, Brooks Brothers, Eddie Bauer, Target, Vision Works and Royal Caribbean Cruise Lines to name just a few. Through modeling, Roxan has traveled the globe, learned French and German, walked the runways in Paris' Pret-a-Porter and Haute Couture shows, graced the cover of Vogue, appeared in numerous fashion magazines, and acted in award winning television commercials and film. But how could she transmit all that knowledge to others and make money doing it?

Roxan is one talented woman, but business management is not her strength! With the help of Akamai Consulting, she was able to develop a clear vision for the school, set goals, hire instructors, execute marketing initiatives and establish sound financial practices.

The vision of Image by Roxan is to empower young women around the globe to define beauty for themselves, approach the world with optimism and grace, and follow their dreams in the fashion industry and beyond.

Today that vision is well on the way to becoming a reality!

"I'm doing exactly what I want and I'm being well-compensated for it. Thank you so much for your incredible wisdom and guidance... This has been totally remarkable!"

