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ONE ON ONE WITH...

Rob Trow

Owner and CEO
Rocasuba, Inc.



ROB TROW

Rocasuba is run by two married couples: you and your wife Carol, plus Barry and Susan Tatelman. How does that dynamic work?

We're lucky in that we truly like each other, we get along well, and we have clear lines of responsibility, with individuals focusing on marketing and PR; operations and customer service; and sales and financial matters.

What advice would you give to your younger, just-starting-out self?

I'd ask myself: 'Can you support yourself or family without income for two years?' Many enterprises take years to be profitable. Do not underestimate the importance and depth of your passion; without it, your chances of success dim.

What makes your company unique?

Our culture and core values: We listen to our clients, trainers, sales reps and customer service team. We're a collegial organization where we put family first, not only in words but also in our actions.

What's the best advice you've ever received?

You learn more by listening than talking. If you expect people to listen to what you have to say, you have to demonstrate that you're an active listener yourself.

What do you enjoy doing in your spare time?

My guilty pleasures are reading fiction, playing golf and spending time alone with Carol doing almost anything.

You've worn many hats in your career. What has been your favorite so far?

I've really enjoyed seeing how working with us has transformed the personal lives of our team, and watching them thrive and grow—both financially and personally.

What's in the pipeline for the company?

We've been fortunate to be able to expand our offerings beyond RapidLash to include RapidBrow, RapidRenew, RapidHair, WOWLash and *lovelybrows* brow gel tints. Soon we'll introduce a family of cosmetic devices to enhance the efficacy of topical products.

What's one thing you'd change about yourself?

My inability to resist pasta and pretzels!

Who is your mentor?

There are actually a myriad of people who have influenced my personal and professional philosophies, including an extraordinary graduate faculty group at Harvard who offered an ideal mix of academic and real world experiences.

What's your favorite TV show?

I loved the morality paradigm that was played out in *Breaking Bad* and the unintended consequences of the characters' initially well-meaning choices.—*Lesley McCave* ■

For an extended version of this Q&A, go to dayspamagazine.com.