

By Alison Stanton

SPECIAL FOR THE REPUBLIC

Who: Michelle King Robson, 48, is founder and chief executive officer of EmpowHer.com, an “ask and share” women’s online health community that Robson said is a “safe place where women can ask any health question or share what they’ve discovered.”



Michelle King Robson

The site includes a wide variety of resources, including articles and videos by physicians about a myriad of health issues.

Education: Robson graduated from Leigh High School in Los Gatos, Calif. But she joked that her “real education” came from the school of hard knocks.

Starting point: Robson’s first job was working as a candy striper at a hospital in Los Gatos. Robson said she loved the work, and remembers walking into the hospital for the first time and feeling like it was home. Robson said the job included interacting with patients, bringing them their mail and delivering flowers. After high school, Robson worked as a model, and she opened her own modeling agency. “There’s nobody who struggled more than I did. There were times when I couldn’t eat anything except peanut butter because I didn’t have any money for food,” she said. In recent years, Robson has done a lot of philanthropic work and has served on many boards, including as Head of the Arizona Character Education Commission. She said that her many experiences in the workplace have all helped lead her to where she is now, wanting to help others.

She says: “I have been searching for what I wanted to do my whole life. I never let go of anything, and I never lose sight of what my main goal is. I knew the second I turned down this path that it was the path I was meant to be on. I’ve learned from every life experience, and I use those lessons to this day.”

Climbing techniques: “Experience has taught me that you’ve got to work in a field that you are passionate about. If your heart is in the right place and you are passionate, then the money will follow. And if you are helping others, then the money will also follow. My company is a clear example of that.”

Aspiring advice: “I tapped into a person who I considered would be a good mentor for me in this industry. He is very successful in the digital and media-technology field, and I got him to take me on as an intern, so to speak. He sat with me for hours and taught me how to be a CEO of my own company. That is the key — seeking someone out who is successful at what they are doing. You could know nothing about your industry, but you just have to go for it. Passion always out-competes raw talent.”

Details: 480-315-1443 or www.EmpowHer.com.