

# Get To Know *Denise Cagan*

## Bio:

Denise Cagan started her first company while still working as a QA Manager at Coca-Cola. After a year of doing both, she quit the job in corporate America and began working full time in her new company, DiCi Services. She grew DiCi for 10 years and then sold it.

Denise concurrently established a second and third company: DCA Virtual Business Support and Life ConneXions Expos. Unfortunately, the latter fell flat and closed within six months. As often happens with failure, many valuable lessons were learned.

Her current company, DCA Virtual Business Support, provides support for growing business for administrative and creative needs. Off-loading these functions enables small business owners to develop and expand their organizations. DCA believes in small businesses and the families they support. We are dedicated to helping small business owners attain growth and exceed their goals.

She attributes her success in navigating the business world to her strong operational and management style.

## More About Denise:

Denise's personal story is inspiring. From high school drop-out to a degree in Quality Systems Development plus being the first sibling to complete college out of 12 kids. All this as a single-parent and Girl Scout leader while working both full-time plus part-time jobs. Denise's story illustrates that adversity is never an indicator of future success or failure.

## Ideas For Episodes:

1. Keeping Your Remote Team Motivated
2. Hiring and Screening for a Virtual Workforce
3. Technology for Small Business Operations
4. Automation for the Small Business Owner
5. Your Company's Ready to Go Remote or Hybrid – What's Next?



## Suggested Introduction:

Quality Assurance Manager turned entrepreneur, Denise Cagan of DCA Virtual Business Support is today's guest. She has owned one business or another for 20+ years. Denise was running a virtual workforce before the pandemic forced companies to do so. Listen in to hear what she has to say about sustainability in the new hybrid and remote business models.

## Why Interview Denise

Your audience can learn how to prepare their business and team for success in a remote or hybrid model, how to keep your remote workforce motivated, and how to hire for those virtual seats. While not an expert in any field, Denise has a wide set of knowledge and likes to have fun in her podcast appearances.



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DCA Virtual Business Support