



## Cino of Tyga-Box Systems discusses biggest leadership challenge

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Title: CEO & co-Inventor

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Years in field: 20 years

Years in real estate industry: 20 years

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How do you and/or your firm use social media?

We plan to expand our use of social media to include Facebook and Pinterist. Currently, LinkedIn is my primary source.

What is your biggest leadership challenge, other than the "glass ceiling"?

Our biggest challenge currently is staffing up for hi-impact growth and launching our new product. That said, attracting the right people into our corporate culture of accountability, and in which everyone is a CEO - a "Customer Experience Officer" is a big undertaking.

What is the most daring thing you've done for your career? How did it turn out for you? LOL - as an inventor and entrepreneur and fatally attracted to "new", I'm accustomed to taking on significant, yet calculated risk. Probably the most daring thing was to invent Tyga-Box in the first place over 15 years ago.

Which project, deal or transaction was the "game changer" in the advancement of your career? In the history of my career, the "game-changer" would be the very first lease financing deal we struck with a company in NJ who extended hundreds of thousands of dollars of financing to us after our previously stellar credit standing had been ravaged by successive entrepreneurial mistakes.

What do you consider to be the most successful way to increase referrals?

Ask for them.

What is the BEST advice you have ever received?

"Speak your dreams into existence".

What is your favorite tip for balanced living? Balanced Haha!! I think that when you LOVE what you do, it's a joy to pursue, and the balance takes care of itself. Than said, I walk about 3 miles a day to work in the early morning when life is serene.

Where would you like to be in 10 years?

Setting up microloan programs to spread the spirit of innovation and entrepreneurship

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