

THE TIMES LEADER
December 9, 2008

Under Forty



DANIELLE K. FLEMING
Age: 30

Company: Danielle and Company, Inc.
Title: Founder and CEO

As Founder and CEO of Danielle and Company, Inc., a manufacturer of contemporary natural and organic beauty care products, Danielle K. Fleming is seen as an expert in the psychology of scent. She is a National Board Certified Counselor and has been in the field of psychology and human development for eight years.

The Danielle and Company brand is sold to more than 100 spas, boutiques and health food stores in the United States, Canada and Japan, with premiere locations at the Marriott Hotel and Spa and the Ritz Carlton Spa in Florida. Her products have been sold on QVC for Earth Day, have been featured in national magazines and were chosen to be included in the gift bags at the Billboard Music Awards.

Danielle is the recipient of many academic and business awards including, Young Entrepreneur of the Year by Bank of America, Top 20 Under 40 Award, Best New Organic Product and Best in Show at the New York International Gift Show as well as the United States Senate Award for Entrepreneurship from Sen. Arlen Specter. Danielle has also been a speaker at and has served as an adjunct faculty member at Marywood University. She is involved in a number of community organizations, including the Great Valley Technology Alliance Board Member, Scranton Business Alliance, Marywood University Alumni Council Board Member, Leadership Lackawanna and is an ambassador to the Lackawanna Heritage Valley program. She earned her degree in psychology from Moravian College and is currently pursuing a doctoral degree in human development.

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What do you do in your spare time?

I like to go to Bethlehem or the Finger Lakes to relax. Spas are great too!

What is something most people don't know about you?

I love alpacas and want to have an alpaca farm someday.

If you could choose another profession, what would it be?

I would probably have stayed on my career path and become a psychologist and a professor.

Who has been most influential to you professionally?

My parents

What did you want to be when you grew up?

A doctor or the first female president

What was your first job?

I was a secretary at New York Life Insurance Co. for an agent.

If you could switch places with one person for a day, who would it be?

My grandmother, Muriel, to see what heaven is like.

What is your favorite quote?

"Leap ... and the net will appear."

SPECIAL SECTION, TUESDAY, DECEMBER 9, 2008