



# SCRIPTS FOR SUCCESS

What does it take to compete and succeed as an emerging female entrepreneur or executive today? These women are writing the story.



## Introduction

Even as women face business challenges such as the gender pay gap, they're rewriting traditional career paths, powered by everything from Instagram networking to Google Ventures funding to ecommerce.



## Julia Sherman

An Instagram connection lands an artist a corporate job

Many entrepreneurs work full-time jobs while they get their startups going. You might even have a creative coworker who's made a hobby into a small side business. For Julia Sherman, the side project was the beginning, and a full-time job followed.

### **It all started with salad.**

To feed her love for cooking, gardening and art, Sherman started a blog called Salad For President. The site combines images (some of which are in the gallery below), recipes and interviews with artists.

Soon, she was interviewing A-list artists and installing gardens at museums

in LA and New York. She realized she was more excited about the blog than her art, but wasn't expecting a fast-casual salad chain would invite her on as a creative director.

**[Read More: How They Connected Over Instagram >>>](#)**

**Photo Gallery: Sherman's Salad-Fueled Travels**



Julia Sherman makes a salad with artist Robert Irwin (left) on the rooftop garden she installed Museum. She posted about it on her personal Salad For President blog. Her full-time employer encourages her to spend time on her side project and sends her around the world on foodie as

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*Where tech meets art & design.*

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## Meet The Artist Chopt Salad Pays To Travel The World



*Chopt cofounder Tony Shure and creative director Julia Sherman at a Chopt dinner party. Credit: Emily Wren Photography*

In November 2014, Julia Sherman received several frantic messages on her [Instagram account](#). They were from Tony Shure, cofounder of [Chopt](#), a chain of fast-casual salad restaurants with over 3 dozen locations across the East Coast. Shure was new to Instagram and instantly impressed. On her [Salad For President](#) social accounts and blog, trained photographer Sherman captures artfully composed salads, salad-themed art and artists making salads. Shure wanted to meet up — as soon as possible — to convince her to get involved with Chopt.

That's how Chopt came to have an artist on staff, and how Sherman put a big “slash” in her career. Today, 32-year-old Sherman is Chopt's creative director, but her project of making salads with artists and creatives is still going strong.

In their earliest conversations about how Sherman might work with Chopt, the artist remembers thinking Shure must be “totally

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insane” — she couldn’t believe how open-ended he was. He isn’t surprised to hear this, and remembers he took a “let’s see where this goes” attitude. “She’s so good at traveling, such a good networker, I was like: ‘Where do you want to go?’”

This type of conversation is typical in Shure’s hiring process. He looks for experts, and then lets them guide him and teach the Chopt team. He says, “The people we identify with are people who are almost maniacally focused on something. They make their whole life about that. They focus on it to the end of the earth. We feel similarly and want to celebrate that.” Sherman and her salad blog fit the bill.

After some discussion, they decided that, on top of a salary, Chopt would pay Sherman’s way around the world as she created the [Chopt Travels blog](#), a site that documents the international inspirations of Chopt recipes. It’s very similar to her personal project, but replaces artists with artisans, elevating the discovery of recipes and ingredients. On most Chopt-sponsored trips, she splits her time between Salad for President and Chopt meetings, schmoozing in equal parts with subjects for each blog. The two-timing relationship ends up being surprisingly symbiotic.

### [Meet The Artist Chopt Salad Pays To Travel The World](#)

“The cool thing about my job with Chopt is that I don’t have to be anything different than exactly what I am,” Sherman says. There might be no other person so specifically suited to the job. She continues, “At every other job I’ve ever had, I have to go into work and pretend I’m not thinking about my own thing. At Chopt, what I’m doing, my own thing, is the creative asset for them. So the more I do for myself, the more beneficial my role at Chopt is.”

Take, for example, her relationship with design firm [Batabasta](#). On a Chopt trip, she met one of the designers and did a Salad For President feature. Later, Sherman realized they’d be a great design resource for Chopt. Now Batabasta designs materials like wallpaper and postcards for Chopt restaurants and events. Sherman’s trips also cultivate relationships with chefs, food writers, media and food activists that Chopt invites to casual, intimate dinner parties and food-themed salons.

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All the networking requires a lot of time out of the office — and a lot of trust in the working relationship. Sherman appreciates that her coworkers know she's putting in the time, even if they don't see a lot of it. She says, "It's amazing I don't have to go to the office. And part of that is, as an artist, you are 110% self-motivated. You work constantly. It never ends. It's great for me to have a scenario where everyone knows I'm working really hard — that's why I'm salaried. No one wants to know how many hours goes into this!"

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