

Faith A. Lightfoot BSE, CIC, CWFN
Co-founder
Product development and daily operations



Prada storefront in the middle of nowhere - Marfa, Texas

With a passion and desire to move Academic Career Development to the next level, Faith brings her entrepreneurial skillset and business experience to the team.

With over three decades of business building in the fields of exercise physiology and horticulture, and over twenty-five years in the world of academia as a *dresser* to her academic husband, Faith calls upon her business and life experiences to move Academic Career Development forward.

Having spent years listening and engaging with students and young academics as they decide to move forward in academia, Faith has witnessed the tears, angst, and frustration that many individuals face. She has heard first-hand the challenges that many young academics experience not only when moving to the next level in their careers but also when learning how to be a well-dressed academic.

The time spent listening to young academics combined with her experience as a certified Image Consultant and her background in fashion with Macy's is why she is driven to un-complicate what is viewed as the complicated process of learning how to dress and develop personal style.

Faith is fueled with the desire to assist academics as they discover how to navigate the academic career path and learn the *art* of a life, well-lived.