

pdxbizwomen
COALITION

EMILY RUNNING

MEMBER PROFILE



DANCER | FOUNDER + VISION DIRECTOR, DANCE WIRE

At 41, Emily has arguably been in her profession for 36 years since dance defined her life from a young age. She spent most of her early career honing her craft - taking dance classes, performing, choreographing, and teaching.

A major surgery at age 30 forced her to separate her livelihood and her physicality. So, she took all the knowledge she had from her career in dance and started Dance Wire – a nonprofit organization that supports artists and organizations in the business side of their work while inviting more people to get involved in dance.

Own Your Value

In the early days of Dance Wire Emily felt out of place in the business world. Used to wearing rehearsal clothes and unitards (she was an aerialist for 7 years), business clothes felt like playing dress up. As a woman, running a nonprofit focused on dance, she often got the feeling she wasn't being taken seriously. Undeterred, she trusted her vision and owned her value.

Transferrable Skills and Your Unique Edge

In her pursuit of dance, she had organically

developed many important skills. She designed and built a website to market and promote her work, managed the financial ups and downs of being a freelance artist, and negotiated her own contracts and pay rates. From her years of training and performing she had discipline, intrinsic motivation, a deep connection with creative process, and the ability to think fast in the moment (spinning 30 feet in the air, realizing the wrong music has started and she must improvise indefinitely while communicating nonverbally with fellow performers until resolved!).

Nearly 10 years into this phase of her career, Emily has realized that skills are skills no matter where they come from and whether or not there is a piece of paper to back them up. She also celebrates that the unusual elements of her background are her unique edge.

The Power of Intuition

In Emily's experience, intuition has been the only thing that cuts through the noise of naysayers, doubters, and skeptics. Her best advice, sharpen your intuition and rely on its guidance.

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