

# *Just Brew It!*: Caffeinated Career Advice from 10 Top Professionals



Hey there Java Junkies!

My name is Andrea Koppel and I'm a former award-winning correspondent with CNN who spent 20 years as a journalist before pivoting into public relations, the nonprofit world and most recently, into podcasting and entrepreneurship!

Here's what *no one* ever told *me* before I graduated from college: chances are you will have as many as 5 or 6 careers over the course of your lifetime.

And guess what?

The *major* you have in college may or may not be relevant to any of those careers. But don't worry - that's 100% normal!

In fact, rather than thinking about your **college major** as the *tiny house* you'll be forced to live in for the rest of your life, I want you to think about it as the *foundation* of a **professional skyscraper** you'll be building over the course of your lifetime.

And each *new job* you get and each *new career* you explore will add a **new floor** to that skyscraper!!

In ***Just Brew It!*** -- we've pulled together some of the *best career advice* we've gleaned from 10 of the hundreds of professionals I've interviewed on the [Time4Coffee podcast](#). **Time4Coffee's mission** is to help **college students** and **young professionals** turn their degrees into careers they'll love.

Huge shout out to Colleen Curran, a grad student at the Merrill School of Journalism at the University of Maryland (Class of 2020), and a summer 2019 T4C intern, for learning InDesign to bring ***Just Brew It!*** to life!!

I also want to say a special thank you to each of the 10 amazing [Time4Coffee](#) guests featured in ***Just Brew It!*** for generously sharing their time, their knowledge and wisdom with me and the T4C community!

May your coffee cups always be full...

Andrea

P.S. - If you need help turning your degrees into careers you'll love, and figuring out how best to do that, please check out my brand new **College2Career** online course!!

P.P.S. - You can always email me at: [Andrea@Time4Coffee.org](mailto:Andrea@Time4Coffee.org)



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2. **NICK HAMLIN** DATA ANALYTICS
3. **EUGENIA HARVEY** JOURNALISM
4. **JONATHAN KARP** PUBLISHING
5. **CHRIS LUECKE** SALES, MARKETING
6. **CHRISTINA LUKEMAN** VENTURE CAPITAL
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9. **ZAC WILLETTE** NON-PROFIT, CHAPLAIN
10. **JANET YELLEN** FEDERAL RESERVE BANK





## Marie Appel

Manager of Analytics, The Commit Partnership\*

**Harvard**  
BA, Sociology, Government

Click [here](#) to read Marie Appel's biography and check out her episode of Time4Coffee!

\*In January 2019, Marie founded Dark Horse Data.

## What's the best career advice you've ever gotten?

You have to be your own advocate. No one is advocating for you like you will advocate for yourself.

I allowed other people to make decisions about my career path and my future because I thought that I didn't have power in that situation.

But you always have power over yourself.

You always have options.

You have to look out for number one, even when you're working in a career because you care about other people.

You have to have this kind of mentality, at certain times in your career, where you have to say: 'No. I need to put my foot down and do what's best for me,' whether it's in terms of a job negotiation and salary, or 'No. I need to leave work today on time to go to yoga because I need to go relax.'

You have to be your own biggest advocate in every part of your life.

BREW IT...

**You have  
to be  
your own  
advocate.**



## Nick Hamlin

Data Scientist, GlobalGiving

**University of Rochester,**  
BA/BS, Engineering & European  
History

Click [here](#) to read Nick Hamlin's  
biography and check out his  
episode of Time4Coffee!

## What's the best career advice you've ever gotten?

Oh, I love that question! I think it would be that there's this sense that when you talk to other people, that they've got it all figured out and they know exactly what they're doing.

When in reality, we are all figuring this out as we go along. Particularly in a new sector like data science or in the nonprofit world where we're solving some of society's most challenging problems.

There's no playbook for this kind of thing. And I think it's easy to assume that there is when you talk to people who have been doing it for a long time.

The first boss I ever had told me: "We are all figuring this out the same way you are, and that's OK." That was a really reassuring piece of advice that I'm glad I got early on.

BREW IT...

We're all  
figuring this  
out as we go  
along, and  
that's OK.





## Eugenia Harvey

Executive Producer & Project  
Director, WNET

**The University of Georgia,**  
ABJ, Journalism

Click [here](#) to read Eugenia Harvey's  
biography and check out her  
episode of Time4Coffee!

## What's the best career advice you've ever gotten?

Diane Sawyer was a mentor and friend and still is. I worked on her production team of producers when we were at ABC. And we were out on a really long exhausting shoot, and I asked her what do you have to do in order to succeed? She at the time, I think had just negotiated one of the biggest contracts in history for anybody as an anchor. And she said:

"You have three jobs to do:

You have to get the job you want to have.

You have to keep that job and do the work.

And you have to have your eye on the next job."

So, it's that balance, that delicate balance of earning it, keeping it and keeping your eye on your future.

BREW IT...

Success  
requires  
hard work  
and future  
planning.



## Jonathan Karp

President and Publisher, Simon & Schuster Adult Publishing

**Brown University**  
BA, American Civilization

Click [here](#) to read Jonathan Karp's biography and check out his episode of Time4Coffee!

## What's the best career advice you've ever gotten?

I think that the best advice I got was when I was 22 when I was a summer intern at The Washington Post. I was interviewing a very creative man named Rupert Holmes, and he was working on a musical that was about to premiere on Broadway. He was the composer, lyricist and the book writer of the show. I asked him if he was confident about his prospects and he said:

"Oh, certainly not! I mean, I'm totally faking it, and furthermore I think everybody is faking it."

The fact that this really talented man said that made an impression on me. The musical that he was writing at the time was "The Mystery of Edwin Drude." It went on to win four Tony Awards.

I think that was the first time anyone had ever done that for book and music and lyrics.

The fact that he told me before the show premiered that he was faking it has stayed with me my whole life. It has made me a lot more relaxed as I made my way through every job I've done just because I knew that to some degree, everybody's a little bit nervous and has doubts about their own abilities. You really just have to go in there and be as confident as you can.







## Chris Luecke

Sales & Marketing Account  
Manager, Rockwell Automation,  
Pubcast Worldwide Host & Founder

**Marquette University**  
BS, Mechanical Engineering

Click [here](#) to read Chris Luecke's  
biography and check out his  
episode of Time4Coffee!

## What's the best career advice you've ever gotten?

One of the best pieces of career advice I've ever gotten I got a couple years into my career out of school. I wish I'd heard it a couple of years earlier:

Use your 20s as a time to learn. Focus on building a skill set.

One of the mistakes I made right out of school was I'm like, 'Alright, I'm done learning! I've been learning for all these years now. Now it's time to just execute on my job.'

But the reality is when you're in your 20s, use that as an opportunity to gain a lot of experiences.

Figure out what you're good at. Fall on your face a couple times 'cause you learn a ton from that as well, and just try to absorb as much as you can during that period of your life.

BREW IT...

Use your 20s  
as a time to  
learn from  
different  
jobs.



## Christina Lukeman

Head of Investor Relations,  
Agora Partnerships

**University of California,  
Santa Cruz**  
BS, Linguistics

Click [here](#) to read Christina Lukeman's biography and check out her episode of Time4Coffee!

## What's the best career advice you've ever gotten?

The best career advice is actually how I got my career and job. I went to a conference in San Francisco called SOCAP. I went as a volunteer, and I downloaded the list of attendees and reached out to every single person that had my "dream title."

I knew I wanted to be working at the intersection of a client facing position in finance or venture capital. So everyone that had a title of director of investor relations, head of investor relations, I wrote them and requested a brief meeting to learn how I could support them in any way possible.

And one of the people that wrote me back was the person that ended up hiring me. I think leveraging networks and listening to podcasts like Time4Coffee is a really great way to learn about positions.

But also start reaching out to different networks of people and hearing how you can get involved and support them, and then maybe move into their job one day.

I think that generally people want to help, and so if you can reach out and not make it about you and what you want, but word it in a way of like, 'Hey, I'm really interested in what you're doing in X, Y, and Z field. I want to learn more, and I want to see if there's any way I can support you?' It makes it really hard for people to turn you down, because who doesn't want to be supported?

BREW IT...

**Ask  
employers  
how you can  
help them.**





## Sarah Robb O'Hagan

CEO, Flywheel Sports\*

**The University of Auckland**  
BCom, Marketing & International  
business

Click [here](#) to read Sarah Robb O'Hagan's biography and check out her episode of Time4Coffee!

\*In February 2020, Sarah became CEO of EXOS.

## What's the best career advice you've ever gotten?

I would say the best career advice I've ever gotten was from my father when I was graduating college.

He always said:

"Without great risk does not come great reward," and I think that's very true.

I think if you are ambitious and you want to have great success, you have to be willing to take risks and own the consequences, good and bad, and that really helps your personal growth as well.

BREW IT...

**Without  
great risk  
does not  
come great  
reward.**



## Guy Raz

Creator/Host "How I Built This,"  
"TED Radio Hour,"\* "Wow In The  
World"

**Brandeis University**  
BA, History

Click [here](#) to read Guy Raz's  
biography and check out his  
episode of Time4Coffee!

\*In December 2019, Guy stepped  
down as host of TED Radio Hour.

## What's the best career advice you've ever gotten?

The best career advice I've ever gotten is to find people who do jobs that you are interested in and reach out to them, whether it's in an organization that you're interning at, or somewhere else. And not just reach out to them in a one-way kind of transactional exchange. But, it's a give and take.

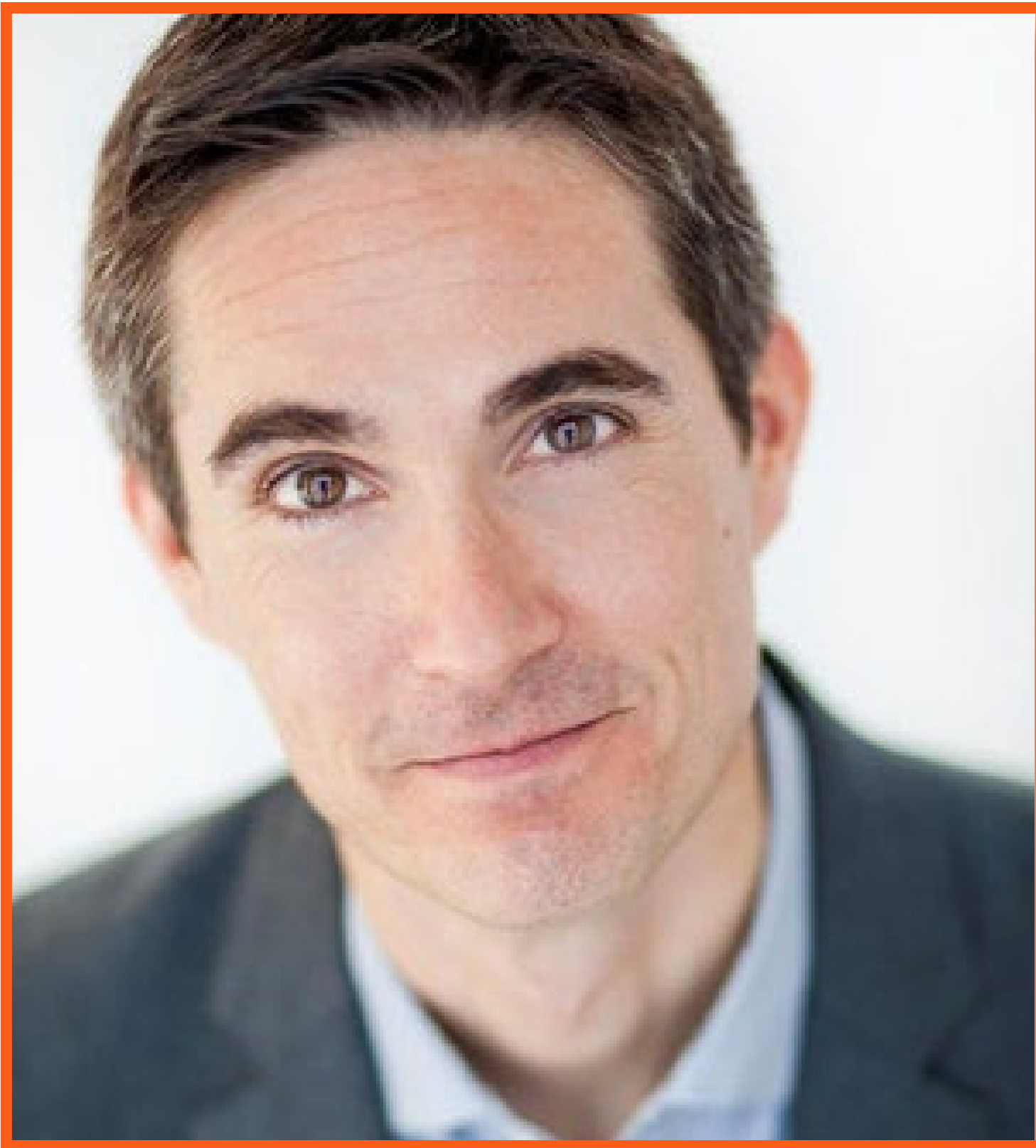
So, for example, if you want to be a reporter, and there's a reporter who you absolutely love, take the time to learn a little bit about what that reporter has written, and what they cover and write them a very personal letter that says: 'Hey! Your piece on this was so meaningful to me, and especially the writing. I loved the way you characterized this. I am a student and I really want to do what you do, and I'm so inspired by what you do. Can I meet you?'

Those kinds of letters, reaching out to people in that way can often be really meaningful and helpful, and not just people who you may have no contact with but people within your own organizations. Take the time to find people who do what you want to do and try and develop them as mentors.

You have to seek out mentors because mentors rarely will pick you and say: 'I want to mentor you.' Mentors are always available everywhere. You just have to take the initiative and really try and find them.







## Zac Willette

Founder and President, Allay Care

**Vanderbilt University**

BS, Elementary Education &  
Service-learning

Click [here](#) to read Zac Willette's biography and check out his episode of Time4Coffee!

## What's the best career advice you've ever gotten?

Reverend Howard Thurman, an African American theologian and civil rights activist, said:

"Don't ask what the world needs. Ask what makes you come alive. Because what the world needs is people who have come alive."

That may not apply to your career. It may be that what makes you come alive is being a parent, or being a sibling, or being a volunteer. I hope that your job makes you come alive, but not every job is going to fit that. It's good career advice, but it's also just good life advice.

The other one is from my parents. So, my mom's a teacher and my dad's a farmer.

My mom convinced me to write with fewer words and speak with more silence. My dad showed me that when you get tired, learn to rest, not to give up. Giving up is easy. When we get tired, we feel like just giving up, but when we get tired we need to rest, not give up.





## Janet Yellen

Chairwoman,  
The Federal Reserve Bank\*

**Brown University**  
BA, Economics

Click [here](#) to read Dr. Janet Yellen's biography and check out her episode of Time4Coffee!

\*In February 2018, Dr. Yellen's term as Fed Chair ended.

## What's the best career advice you've ever gotten?

Find something you really love doing. I think a good career starts with figuring out what makes you feel energized. Java helps, but beyond that find work that you find exciting, that you want to spend much of your time doing. So whether that's economics or it's something else, find something that you feel passionate about.

And when you choose an organization to work for, make sure you understand what their mission is, that they have a mission, and you identify with that mission. You need to feel proud to be part of that organization, and that you like the way the organization works.

And then, when you go to the office every day and you work with colleagues, these are people you respect, whose company you enjoy and you feel that you share something deep in common because that's really what work life is about. Making sure that's a satisfying part of your life is very important.

BREW IT...

Make sure you  
identify with the  
mission of the  
organization  
you work for.