



DJJ staff enjoy cupcakes from Sweet Revenge with café owner and roundtable speaker Marlo Scott.

DJJ Holds Women’s History Month Roundtable with Marlo Scott of Sweet Revenge

On Monday, March 30th, the Department of Juvenile Justice celebrated Women’s History Month with a roundtable discussion on empowerment and pursuing one’s dream. The event featured Entrepreneur Marlo Scott, founder of Sweet Revenge, a cupcake and wine bar located in Manhattan’s West Village.

Marlo Scott opened Sweet Revenge in July 2008, and in less than a year the upscale, world-inspired cupcake, beer and wine bar has already made a mark, being declared the “Critics Pick” by Time Out New York magazine and making its “Top 100 List” for 2008.

During the roundtable, Scott spoke about the challenges she faced, not only as an aspiring entrepreneur, but also as a woman seeking to fulfill her dream, establish credibility in a challenging economy and build a viable, successful business.

Prior to life at Sweet Revenge, owner/founder Marlo Scott worked at some of New York City’s largest media companies, including NBC and Time Inc. Through her corporate experience, she developed a keen understanding of and ability to leverage signature brands to create new customer experiences, such as CNBC News stores nationwide in major U.S. airports, an investor education program titled CNBC University, and the re-invention of Fortune’s “100 Best Companies To Work For” branded merchandise for business clients.

Marlo Scott’s hard work and confident belief in her abilities have paid off. She has created a compelling menu and brand name, and established a solid base of loyal customers. Despite challenges and uncertainties of launching a start-up, she has no regrets about leaving the corporate world behind.

Sweet Revenge has been featured on Martha Stewart, Cupcakes Take The Cake, Yelp, and in New York Metro, among others, and was distinguished by New York City’s department of Small Business Services as a NYC Business Solutions Success Story.

Scott offered solid encouragement to those thinking about striking out on their own, and praised New York as a city offering unlimited possibility to budding entrepreneurs.

DJJ’s Equal Employment Opportunity Officer Tonia Haynes said, “All entrepreneurs need courage, but some industries require more than others. The Roundtable discussion gave us an opportunity to reflect on how women in today’s society have evolved.”

For more information about Marlo Scott or Sweet Revenge, visit www.SweetRevengeNYC.com.

