



Mary Sullivan Cooper  
Chief Founding Mama & CEO,  
MommyMixer LLC

Once upon a time, Mary was a busy 30-hour a week babysitter in Austin while attending the University of Texas. While out and about in town with the children in tow, she was constantly asked by desperate moms and dads in search of vibrant sitters, "Where do I find someone like you?," "Do you have any friends that can baby-sit?," or "Do you have a sister that might be available?" These questions came up time and time again by moms at the park, the kids' museum, and various other kids' activities. Wondering why it was so difficult for moms to find great babysitters, Mary came up with a brilliant concept –MommyMixer -- a company that unites college students in need of great part-time sitter jobs with families looking for exceptional, college-age sitters to help with caring for their children.

MommyMixer is a completely innovative venture started by Mary Sullivan Cooper in May of 2003. Upon graduation from University of Texas at Austin, Mary produced events and worked in brand advertising for Dell Computer Corporation but the image of frustrated families in search of babysitters never quite left her mind. Soon enough she was using her unique skill set to create a clever solution for helping families with solving the age-old problem of finding sitters.

Launching the business was both a challenge and a delight. Mary recognized that she needed to have an event that would be time efficient for the busy schedules of families and college students but that also combines the good old-fashioned value found in face-to-face meetings. She built her business around holding exclusive mixers that invite moms and sitters to spend one hour together at a networking event in high-end boutiques around town.

While the business was in its infancy, she managed to have two infants of her own as she worked to grow her new venture. Some days were more difficult than others, but she never gave up. She promoted tirelessly--flyers, recruiting goodie boxes for sororities and hand-made cards for moms were all painstakingly made and distributed throughout Austin. Even though her first mixer yielded 22 candidates and only three moms, the feedback was tremendous and, within short order, the word was out and mixers were filling up.

Once the brand was established, Mary built a great client base through word-of-mouth. Austin mixers are now sold out within a week or two of announcing the event! Due to the popularity of MommyMixer, in October 2004 Mary chose Dallas as her second market to begin expanding the business. As her success grew, so did the amount of cities MommyMixer was established in. Mary managed to juggle launching MommyMixer by herself before expanding her team in January of 2007.

Now, with a core team of seven and a growing number of city managers and college reps, Mary is able to think about the bigger picture - where she wants MommyMixer to be in one year, five years and even ten years. She is also looking forward to expanding to more cities all over the country and giving moms everywhere the opportunity to experience such a personal, fun and efficient way of finding great help for their families.

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