

## IN GOOD COMPANY

Mark Skovron and Jeff Peltin walked away from corporate America to search for fulfilling and financially rewarding work. They found it through CyberWize.

by Brittany Glenn



Photography by Jensen Hande

**AT ONE TIME, MARK SKOVRON AND JEFF PELTIN WERE MAKING SIX-FIGURE SALARIES WORKING AS SALES MANAGERS FOR A LARGE BUSINESS SERVICES COMPANY.** While the money was great, the jobs had drawbacks. For starters, their time was not their own—it was owned by the corporation. And they were required to perform job functions that were pointless and even painful.

“I really hated my job,” Jeff says. “I found myself trading my life for a paycheck. I was making an incredible income but disliked the corporate politics. You can’t be totally authentic in corporate America, because you always need to have a strategy in place to deal with the

politics. I was challenged to find something that would replace my significant income but would be something I enjoyed doing.”

“It’s not just the time you put in at your job—it’s what you’re doing during the time,” Mark says. “I operate from passion, and if what I do doesn’t swell my soul then no amount of money is going to motivate me to do it.”

### Back in Business

After 15 years as a corporate executive, Mark decided it was time to look at the direct selling industry. “I wanted to have time freedom and control my own schedule,” he says. “I was already making great

so it wasn't about making more—plus, you can only spend so much. My decision to start my own direct selling business was based on the desire to get my life back.”

He decided that CyberWize would be the company in which he would invest his energy, because of the diversity of its products and lucrative compensation program. “I was thrilled about the compensation program,” Mark says. “It is very weighted toward developing leadership and helping other leaders make money.

“Another reason I believe very strongly in CyberWize is its leadership,” he says. “Mark and Jeanine McCool, the company's owners, are genuinely great people. I believe companies take on the personalities of their owners, and I love the way this company makes decisions. It's always thinking out of the box and looking ahead. I also really admire and respect the CyberWize leaders I'm associating with now.”

### Stop the Insanity

Mark reflects on his years in corporate America's trenches. “In my old job, the focus was on management versus leadership,” he says. “The company was trying to get itself acquired by a larger, publicly traded company, so much of my time was spent generating reports and doing things that didn't make sense. Right before the

company was supposed to be acquired, sales dipped across the country. So, the company increased the amount of reporting by almost one-third. I was doing reports, and they were doing reports and we were all compiling reports. It was just insane.”

Jeff agrees. “Right before I left that company, the company had us recruit several hundred corporate account managers to bring new business on board,” he says. “We recruited people from other companies, got them to relocate and convinced them they were making good career choices. Three months later, corporate headquarters turned around and told us to lay off the people we had just hired. These were people's lives we were dealing with, not just numbers to be manipulated for the bottom line. There were days when I would come home and cry. This was no way to treat people, and to do it for a paycheck just wasn't a good way to make a living.

“It was a turning point for me,” Jeff says. “I decided that if it's not this company using me in this way, it's going to be another company. Corporate America is all about using people to manipulate its numbers. Both Mark and I just couldn't do it anymore. It wasn't something we felt passionate about, and it didn't fulfill us. In fact, it made us feel bad at the end of the day.”

“The bottom line is companies are made

**Home State**  
**Florida**  
**CyberWize Status**  
**Platinum Executive**  
**Vital Business Tips**  
**Mark: To be a great recruiter, live a life that attracts other people.**  
**Jeff: Focus on others.**  
**Favorite Product**  
**CyberTax**

up of people,” Mark says. “The moment you start not taking care of people, you are not taking care of your company.”

### Better Benefit Plan

Mark and Jeff are Platinum Executives with CyberWize and are much happier. The benefits are both tangible and intangible. “We recently bought a million-dollar house in one of the most prestigious communities in Florida,” Mark says. “It's just beautiful. And we get to work from home. We have nice cars and we travel frequently. There really isn't ever a day that I have to spend my time doing anything other than what I want to do.”

Jeff says CyberWize gave him the power to make choices. “I'm able to live my life as a series of choices rather than being controlled by external factors,” he says. “And there's something very powerful about this. Knowing that retirement is not an issue, that money is not an issue—that we can do things for friends and family—this has brought peace into my life.”

“It's great being your own boss,” Mark says. “There's tremendous freedom, but you also have to have self-discipline.”

Jeff adds that he now has something he didn't have before—respect. “My corporate America boss didn't treat me with the kind of respect with which I treat myself,” he says. “Ultimately, this is my life—so, I love that I am able to be my own boss. It is very empowering.” **YB**



Mark and Jeff work their CyberWize business from home, freed from the time and financial limitations they faced in corporate America.