

TOP 100 WOMEN-LED BUSINESSES

24 BOSTON BUSINESS JOURNAL | December 9-15, 2011



Roman Music Therapy founder Meredith R. Pizzi - in a jam session with 9-month-old Maia - said it's taking a change of mind-set to view herself as anything but a small-business owner.

W. MARC BERNISAU/BUSINESS JOURNAL

THE MILLION-DOLLAR QUESTION

Obstacles linger that keep many women-owned businesses from hitting the million-dollar mark

By Mary K. Pratt
Special to the Journal

Meredith R. Pizzi knew about the hard work required to start a business, but she said she had even more work to do to overcome a roadblock she seemed to put in her own path.

"I worked hard to see myself as a small-business owner but to flip that switch to see myself as a big-business owner was even harder," said Pizzi, a certified music therapist and founder of Roman Music Therapy Services in Melrose.

It's a struggle that might tie back in with her gender. "I think that many of the personality traits that come along with being a woman, traits that are nurtured and encouraged in girls — that maybe girls aren't taught to think boundless, limitless — do create blocks to success," she said.

Pizzi's experience isn't unique. Rather, her story of entrepreneurship mirrors an overall trend of increasing numbers of businesswomen striking out on their own but still falling short of their male counterparts in reaching the big time.