



Gail Doby, ASID, DSA, IDS

Interior Designer's Business Success Mentor

Design Success University

Biography



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Gail Doby is the Chief Vision Officer and Co-Founder of Design Success University.

After receiving a Bachelor of Science Business Administration in Finance & Banking in 1977, Gail spent six years in sales and marketing for a Fortune 500 company in the home furnishings industry and called on interior designers and architects. Following that, she worked for a distributor of carpet and flooring products, and again called on designers and architects.

In 1987, Gail worked for a subsidiary of American Airlines as an interior design and facilities consultant for two fast-paced commercial joint venture projects with Hilton Hotels & Resorts®, Marriott and Budget®. It was around that time that friends began asking Gail to help them with their homes, and the idea of officially becoming an interior designer began taking form.

In 1990, after moving to Denver, Gail was awarded her Associate of Applied Science in Interior Design and completed her NCIDQ. Since then, Gail has received numerous design awards for remodeling excellence.

Gail's interior design career highlights include a range of award-winning, high-end renovation, design and construction projects for multi-million dollar estates. She built a nearly \$900,000 business in 2000 before 9/11. When business slowed down, she scaled back her operation so she could return to what she loved – construction design.

Gail's passion for teaching and transforming the industry were the reason she and Erin Weir, founded DSU in 2008. DSU is a shortcut to a more profitable and passion-filled interior design business whose mission is to help 10,000 (or more) designers build \$100,000+ businesses. DSU now serves over 10,000 interior designers in 45 countries.

DSU provides coaching, business consulting, VIP days for clients ready to take their \$150,000+ businesses to the next level. DSU offers several essential skill training class series and group coaching programs, educational



memberships, eBooks and white papers including the annual Interior Design Fee and Salary Survey digital book that has been downloaded over 9,500 times.

A member of the American Society of Interior Designers, Interior Design Society, Designer Society of America, Gail is also NCIDQ certified. She and Erin still provide interior design services to her long-time clients.

Gail speaks internationally on business and marketing for interior designers:

- ❖ To Be Confirmed – Interior Design Society, Portland, OR – Fall 2013
- ❖ To Be Confirmed – WCAA, Maryland – Fall 2013
- ❖ ASID Houston Chapter Meeting – Houston, TX – October 17, 2013
- ❖ Business of Design – Las Vegas, NV – August 2013
- ❖ ASID Design Expo – Newark, NJ, May 9 2013
- ❖ Interior Design Association – Buffalo, NY, February 28, 2013
- ❖ Seattle Design Center – Seattle, February 21, 2013
- ❖ Business of Design Conference Keynote – Los Angeles, September 2012
- ❖ Entrepreneur Radio Interview – June 2012
- ❖ Interior Design Society National Conference – Las Vegas, January 2012
- ❖ Canadian Decorator's Association National Convention Keynote – Toronto, November 2011
- ❖ National Kitchen & Bath Association Chapter Meeting – Denver, October 2011
- ❖ Interior Design Society Regional Conference – San Francisco, September 2011
- ❖ D & D Building – New York City, May 2010
- ❖ Denver Design Center – Denver, September 2010
- ❖ ASID Chapter Meeting – Phoenix, October 2010
- ❖ ASID Chapter Meeting – Boston, March 2010
- ❖ New York City Top Designers & Architects Keynote – NYC, December 2009
- ❖ Green Design Summit Moderator – Online – June 2009
- ❖ Interior Design Summit Moderator – Online – February 2009
- ❖ Interior Design Summit Moderator – Online – October 2008

Gail's recent books include [*How to Design Your Perfect Interior*](#) (commissioned by ASID to educate consumers about the value of design services and products) available on Amazon for \$9.99, [*How To Design Your Perfect Interior Workbook*](#) – a free project planning guide for interior designers and consumers, *Ultimate Interior Design Business Blueprint* – digital book available through DSU, and *How to Avoid an Interior Design Business Emergency* – digital book available through DSU.

Gail is a frequent contributor to many interior design magazines and blogs including [JustLuxe](#) blog, *ICON* by American Society of Interior Designers, *Vision Magazine*, *K+BB Business Magazine*, *NKBA Profile Magazine*, *Minutes Matter Blog*, *Interior Design Society newsletter*, *Designer Society of America newsletter*, and *Interior Design Magazine*.



Gail has interviewed top style Icons including Barbara Barry, Jamie Drake, FASID, Matthew Patrick Smyth, Robert Passal, Michael Rosenberg, Penny Drue Baird, Carl d'Aquino, etc. for JustLuxe as well as for DSU classes.

Design Success University also hosts private LinkedIn groups to support the interior design community. Gail's goal is to build an open and supportive network of peers, and so far, nearly 2,000 designers are intimately involved.

A self-admitted construction junkie, Gail is a passionate student of business, information marketing and social media. Gail loves mentoring and coaching interior designers to save years of costly mistakes due to trial and error.

For speaking requests, sponsorships, interviews or joint venture opportunities, please contact Sarah Schupbach, Executive Assistant, sarah@designsuccessu.com, 970.217.9025.

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