



theONswitch & NANCYAF A HISTORY



2003

I (Nancy A Shenker) fled the C-suite and started a consulting company in my basement(theONswitch) – long before entrepreneurship was a “thing.”



2004-2007

Moving to my own office, hiring a team, and hustling hard resulted in MAJOR press and results for clients (and us) and close to \$1M in sales.

We were early adopters of digital media and had a wide range of consumer and B-to-B clients.



2008-2015

ARGH! The recession hit. I had to blow up the business. I got divorced.

I slowly and tentatively grew my company again in NYC, securing major clients (but being frugal).



What a wild and weird era!

2016-2021

Discovering content creation, I began working with tech companies and got on the speaking circuit. I moved to MN and then AZ and wrote many books (including one on AI in 2017).

And, oh yeah, there was a pandemic, and my mother died at 95. Life and business are unpredictable, and we need to heal/reassess.

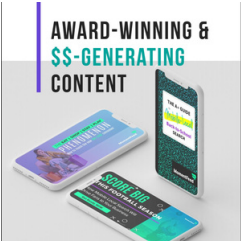


2022-2024

Content creation, digital marketing, and social media are now mainstream.

And so is AI (as I predicted).

I got steady gigs working for an online business magazine, a travel company, and an ad agency. I launched a podcast.



2025

My personal brand – NANCYAF.com – made its debut.

Speaking, podcast, and webinar gigs are falling in my lap. I’m making great new connections and I value them.

I’m constantly upskilling and learning as much about AI as humanly possible. I travel and get invited to conferences.



THE FUTURE

According to science, I may have as many as 31+ years left.

I don’t think I’ll ever retire. Just reboot. I respect my body and value relationships.

Mentorship, volunteering (and travel, of course) are a regular part of my life.



WHAT I KNOW NOW

True wisdom comes from time, failure and loss.

Some people are genuine supporters, and others are detractors. Trust your gut. But listen to experts. Build intergenerational teams.

Technology is constantly changing. Don’t get stale. Be a leader, not a follower. Take risks. Be bold.

Self-care, family, and friends always come first. You can’t take \$\$ with you! And, when you’re no longer here, no one will care how many IG followers you had!



Find me at www.theonswitch.com &
nancyaf.com