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[Partner Q+A: Debra Hockemeyer](#)

Posted by [ayaburgess](#) — May 16, 2016



Partner Q+A



Debra Hockemeyer was born and raised in the Midwest, and holds a Bachelor of Science degree from Purdue University in Industrial Engineering. She has worked for IBM in Sales and Marketing, and for Universal Music Group and Dreamworks SKG as a Director in IT. She successfully launched startups during the first .com/.bomb period, working as an Associate Partner for USWeb/CKS, and then started her own company, Western Ridge Consulting, Inc. For 15 years, she has provided C-level Technology Strategy and Implementation services for high profile, revenue creating programs and/or products, and developed a reputation for successful turnarounds of distressed projects. Debra is an avid skier, yogi, photographer and hiker. She also enjoys art, architecture, adventure travel, and is committed to personal transformation for herself and others.

Q: How were you introduced to SVP?

Debra: I met Dina Silver in July of 2013. 3 of us piled into her car for a long ride up to Mammoth. After that weekend, we met for lunch, talked about life, and I expressed that I was looking for more meaning. She suggested working with non-profits and voila ... SVP!

Q: What is your favorite part of being involved in SVP?

Debra: The top rate people and feeling of inclusiveness (it's like being an integral part of the cool club!)

Q: What is the most memorable experience you've had with SVP so far?

Debra: My first experience – Fast Pitch, as well as group social interactions with other Partners.

Q: Which is your favorite SVP Investee/Fast Pitch organization? Why?

Debra: [Grades of Green](#)! I coached Kim Martin (ED) in our 2014 Fast Pitch. She asked me to join their board, but I was already on the Board of C5LA, with a hefty give/get commitment, and so we waited until the end of 2015 for me to join the GoG Board. I am currently chairing the task force on Org structure, ED Search and Board giving policy, and have been asked to “run” for Vice Chair of the Board!

Q: What is your day job and how does it compare/contrast with SVP?

Debra: For 15 years I've had my own consulting company and would get called in to manage turnarounds of large technology projects gone awry. I had a lot of success, a ton of pressure and responsibility/accountability, but not much fulfillment (life felt empty and I was mostly working out of town in San Francisco, San Jose and OC). In 2013 I decided to jump off the merry go round and take (what turned into) a 3 year walk about. I said “no” to anything that didn't bring me pure joy. I was relentless in finding my happiness! I learned so much about myself, my passions (travel & photography), the forces that shaped me, what I really value (love and connection, and fun!) and what I really want (to make a difference with *people*). I found that I really love working with non-profits, because they CARE about PEOPLE (not just profits), I feel appreciated for the skills and experience I bring to the table. And ... I still need to earn a living! So I've launched a new company – Third Dimension – to help bring consciousness to Corporate America, and I'm designing a business that will still allow for balance in my life!

Q: What social issue are you most passionate about?

Debra: Kids, Environment, Women

Q: What book are you reading right now?

Debra: Well, I buy a lot of books and I'm convinced I get the value thru osmosis 😊 As for which ones I'm actively reading ... Urban Tantra and Tony Robbins Money – Master the Game.

Q: What is your favorite place in LA?

Debra: My home, which is nestled on a ridge up in Mandeville Canyon, overlooking a state park and the ocean. It is the only place I've ever felt completely safe.

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