

# About Andrea

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Andrea Adler began her career as an actress in the 70's. She was a member of "*Café La Mama*," the improvisational theater group, "*The Groundlings*," where several members went on to *Saturday Night Live*. Andrea went onto Broadway and performed in Neil Simon's play "*Chapter Two*," on Broadway. She also performed in several TV shows: "*Police Woman*," "*The Bob Newhart Show*," "*Executive Suite*," "*Steubenville*," and "*Bronx*."

Her life changed when she began to meditate and realized that starting a business could also be a creative venture.

Knowing how challenging moving can be, in the late 70's she pioneered *Professional Organizers* where she coordinated, supervised, and expedited moves for people moving in and out of Manhattan and created satellite offices to support her clients on both ends of the move. Her entrepreneurial spirit was praised in the *New York Times*.

Always moving herself, and shifting gears, Andrea moved to upstate New York and read about three teen suicides that occurred at a local high school. Seeing the drought of creative activities for teens, and knowing how theater can be a transforming opportunity, she applied for a grant offered by

Senator Cook. Her proposal beat out every not-for-profit in Sullivan, Ulster, and Orange County. Her company *Off-Off Main Street Children's Theater* toured successfully for eight years.

During this time, Andrea presented improv workshops to drug and alcohol facilities, formally incarcerated men and women at the *Foundation Center in Harlem*, and women and teenagers-in-crises at shelters throughout New York State.

In the early 80's Andrea was offered a job as a journalist for the *Times Herald Record* Newspaper for two years and was then hired by *The Council on Alcohol and Drug Abuse of Sullivan County* where she tapped into her fundraising gifts and became a highly respected marketing consultant

Acknowledging her gift as a marketing mavin, Andrea pioneered *Holistic Spiritual Marketing* (HolisticPR.com) before anyone put those two words together. She traveled to Mexico (5 times), Venezuela, London, Paris, Buenos Aires, and throughout the US consulting and presenting workshops.

Andrea was invited to share her concepts of marketing to *Silicon Alley* (NYC) and *Silicon Valley* (CA) during the Internet boom, consulting dot.com companies before receiving their IPO's.

Her three books *PR for the Holistic Healer*; *Creating an Abundant Practice* and *The Science of Spiritual Marketing: Initiation into Magnetism* won the *Axiom Business Book Award*. She has written over 50 articles on holistic/spiritual marketing, translated into five languages, and was a speaker

at *The Science and Consciousness Conference*, *Natural Awakenings Annual Conference*, *Mountain Biz*, *The Holistic Medical Assoc.*, *INATS (International New Age Trade Show)*, and *Expo Ser in Mexico City* with Deepak Chopra.

For 30 years, she supported and consulted entrepreneurs, holistic Practitioners, cultural creatives, and business owners to adopt and reframe their thinking regarding marketing.

Throughout the years, Andrea was writing her novel, *PUSHING UPWARD*. One week after her novel was done, her book was picked up by *Hay House*.

After winning several awards for the book, she collaborated with Gerald DiPego who wrote the films: *Phenomenon*, *Message in a Bottle*, *Instinct*, *the Forgotten*, *Words and Pictures*, etc. to write the screenplay.

It is currently being considered for production.

To dive deeper into her spiritual bond, in 2021 Andrea co-created a unique card deck entitled *Spanda Cards for the Entrepreneurial Spirit*, a 52-card, desktop oracle (published by Beyond Words) bridging ancient wisdom and business acumen. The deck is referred to as, *The Secret Weapon for Employees and Entrepreneurs Wanting to Move from Mundane Thinking to Higher Wisdom*.

Switching back to her love for theater in 2018, Andrea co-wrote, directed, and produced, “*Old-Fashioned, Naughty, Everything: A Glimpse of Emily Dickinson*,” an original one-act play (based

exclusively on Emily's poems and letters), performed at the *Marsh Theater* in San Francisco and *The Berkeley City Club*.

Andrea currently splits her time between being a marketing consultant, writing, directing, and producing one-woman shows, and preparing for the film version of her novel, *Pushing Upward*.

Andrea is listed in Molly Lavik's book: ***Going Supernova: The Bold Paths of 101 Superachievers***.

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Websites

[www.PushingUpward.com](http://www.PushingUpward.com)

[www.HolisticPR.com](http://www.HolisticPR.com) (currently under construction)