



SHAY GEYER

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Shay Geyer, the CEO & Designer of IBB Design Group, attributes her career success to three key qualities: integrity, tenacity, and a calm demeanor. These traits have not only guided her professional journey but also helped her achieve numerous accolades, including the Fashion Group International of Dallas' Rising Star in Interior Design award, five-time ARTS Awards winner and Hall of Fame recognition for Best Furniture Store in the Country, and eight-time McSam Awards for Best Interior Merchandising.

In 2019, Geyer made a bold move by expanding IBB Design Group's facilities, doubling their square footage from 45,000 to 90,000 square feet. This significant expansion brought all operations under one roof, greatly enhancing efficiency and service quality, and proving to be a pivotal investment for the company.

"Time is so valuable," she says. "To have everything at our fingertips gives our team all of the necessary tools to be the absolute best in the business."

Geyer draws much of her inspiration from her mother, IBB's founder, whose wisdom and steady guidance have been a cornerstone in Shay's life and career. She also finds motivation in her dynamic network of clients, who often become friends and mentors. She believes Dynamic Women lead with integrity, embrace continuous learning and foster a collaborative environment.

Deeply committed to her community, Geyer supports several local organizations, including Sky Ranch, Minnie's Food Pantry, The Family Place, and Frisco Family Services. Her advice to aspiring female leaders emphasizes the importance of continuous learning, surrounding oneself with talented and supportive people, and creating opportunities for personal growth within their teams.

Outside work, she enjoys the vibrant entrepreneurial spirit of Dallas, with its booming new restaurants and entertainment areas, offering endless opportunities for exploration and enjoyment.

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