

SUSAN SEMMELMANN

The philanthropic designer helping visions come to life

Susan Semmelmann
Founder and CEO

Art is often defined and redefined by an artist's vision. Centuries after centuries, the art of interior design has laid a huge impact on society. People often are judged by their interiors. This has motivated artists around the world to work on their unique ideas to provide clients with a more personalized experience. One such artist is Susan Semmelmann, the Founder and CEO of Susan Semmelmann Interiors who is passionate about bringing her clients' dreams and visions to life. She is a rare combination of a wise businesswoman, wife, mom, and philanthropist. She has brilliantly weaved the threads together to create a tapestry of purpose and passion.

She is an alumnus of the Texas Christian University(TCU). Interestingly, Susan's parents have been TCU alumni and presently both Susan's daughter and son is continuing the tradition.

Though Susan started her career as a teacher, she knew that this is not what she wanted. She soon moved to New York and worked as a flight attendant. And, then moving to Dallas where she met her husband Marc Semmelmann. He played an important role in driving her towards designing. Together with Marc, she commenced her journey into designing homes, and today after nearly two decades in the industry of design she has established an incredible and stable company.

23 years of Uncompromised Style

Susan Semmelmann Interiors combines innovation and creativity with classic design traditions which in turn make the spaces not just beautiful but also livable. The company leverages the experience with custom-crafted furnishing and accessories bringing the vision to life. Though it be residential or commercial, Susan and her team strive to maintain uniqueness in every project.

Alike every budding company, Susan Semmelmann Interiors too faced few challenges in the initial days. The demand for manpower and to build prevailing management was overwhelming. As a leader's job does not limit to the cabin, Susan believes in working according to the needs and demands of the clients which include—performing different roles in the organization. She adds, *“My first project was epic! The client trusted my vision to be able to take a blank canvas and make it into a work of art creating one of kind designs.”* Susan has been successful in delivering results that are unique and creative while making the experience fun and exciting. Since her first project, she has maintained the same level of dedication and determination for her work and her clients.

“The spirit of living is in the giving”

Susan affirms, *“I wanted to launch my brand and be able to touch people's lives through my resources and talents.”* Hence, the motto of Susan Semmelmann Interiors is—the spirit of living is in the giving. This motto is more than just a line beneath the logo. Susan lives by the motto and believes in doing something for society. She deems home



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INTERIORS

“Nothing is too small or too big, anything can be accomplished.”

is like a sanctuary and when you trust others with your home décor you should know that you will not be just designing their house but will be replicating their memories, experiences, and lifestyle with that décor.” Susan has always understood this and thus every job is not just another design job she sees them as a client's dreams.

Always a leader never a boss

People are one of the main pillars of Susan's success, both—client and team equally. Investing in people is the best kind of investment for any organization. Susan is backed by her strong team and asserts, *“We are nothing without our people.”* Gratitude is one of the main qualities of a leader, and Susan has always appreciated the sheer efforts of her team. Due to this untainted hard work and dedication, Susan Semmelmann Interiors have bagged several awards and accolades.

Susan is looking forward to further expand the operations and be the go-to brand for best interiors. *“We have a very innovative team with software programs etc, we are in the process of developing a state of the art design center to allow us to be more proficient in the workplace,”* she explained.

Honored To Be Replicated

Susan Semmelmann Interiors is known for its unmatched reputation. Susan believes it is because of the team's *‘get in and get the job done’* attitude and work ethics that have distinguished the Susan Semmelmann Interiors from the others. Susan and the team share the same motivation and positivity attitude every day and are together working to make others' lives equally blessed as theirs.

Being a stocking dealer is critical to the outcome of a successful business, it allows Susan Semmelmann Interiors to offer its clients endless possibilities in house.



would want to immolate. It is an honor when others want to replicate!”

The Wing People

Susan's unique perspective and attitude towards life have made her an inspiration for budding entrepreneurs. Since day one of her leadership, Susan has been true to herself and her vision. Apart from her passion for designing homes, she is also driven by her charitable work. She adds, *“I work to give, and my heart is anchored in the knowledge that life is precious.”* Having faced an unfortunate stage of her life she has gained a broad perspective towards life. In 2010, when Marc was diagnosed with cancer. Susan was working on her firm. She then carried over the operations of Marc's business, all while taking care of her kids and back and forth trips from MD Anderson. Fortunately, Marc survived and is also the only survivor in the world of this particular kind of cancer.

During Marc's stay at MD Anderson, Susan came across a charitable organization called Raquel's Wings for Life, which flew her back and forth throughout the treatment. Influenced by this both Susan and Marc pledged to help the others in need. Soon after Marc's recovery, he got a pilot's license and now has three airplanes he donates to the fleet. He currently flies patients and families to and from MD Anderson several days a week. Susan too surprised Wish with Wings—a non-profit organization—with a complete custom makeover of their office lobby.

There is no big joy than helping people selflessly, Susan has started a Susan Semmelmann Interiors foundation for charitable makeovers for one charity each year to be a recipient to be able to give something great to those people who serve. Due to association with these organizations and many more, Marc and Susan are known as the “wing people”.

The flagbearer for Faith and hope

“It's about perspective and response and the ability to get back up. Overcome, rebuild, embrace life, pay it forward. That is precisely what I will continue to do,” confidently asserts Susan.

As part of giving back to society, both Susan and Marc make sure that their experiences are out there in the world. They spread the message on the importance of hope and faith to their peers, at public platforms, and to various counsel. Today, she continues to inspire others, sharing her wisdom to aspirants, she says, *“Believe in yourself, see yourself as a worthy person and execute those attributes for others to want to follow.”* [GSL](#)

Amusingly, the company manufactures its goods and tour around the world for the resources so that they deliver only the best. Susan adds, *“We offer products not available in the market.”* This personalized approach towards the projects has made Susan Semmelmann Interiors the epitome of aesthetics for several competitors.

Susan considers authenticity to be the real differentiator to stand out from the rest. Always comparing with the competitors is not obligatory, when one is dedicated relentlessly to the work and in what s/he offers to the client, the outcome will be fruitful. Besides, competition should always be welcomed as it makes you better. She exclaims, *“I love bringing something to the game that they*