



Q&A with Margaret Medley '00 Williamson

Alumni Entrepreneur of the Year 2015

Owner and co-founder of PSVR

Where did you grow up? Parish?

I grew up in Indianapolis, attending St. Lawrence from Kindergarten through 8th grade.

How did you decide to go to Cathedral?

It was basically between Cathedral and Chatard. It was a difficult decision. My grade-school best friend was accepted to Chatard, but I simply had to follow my intuition.

What were you involved in at Cathedral?

I spent the majority of my after-school hours at the ballet studio, so it was such a dream come true when Emilee Cota and I were able to start the Cathedral Pep Squad/Dance Team our Senior year!

Favorite Cathedral memory?

Hmm...that's a tough one. But, it's got to be performing at our first Girl's Basketball Game with the Pep Squad. We had spent so many hours practicing in the cafeteria, never really knowing if we would be able to perform. It was my first real moment of goal actualization!

What school did you attend after Cathedral?

Indiana University, Bloomington

What did you major in?

Marketing and International Studies, Kelley School of Business

How did your Cathedral experience influence your current career?

My foundation at Cathedral has truly been my competitive advantage. The values, viewpoints, and experiences from Cathedral shaped my framework. I know that it is a driving force behind why PRSVR is a faith-based organization founded on the principles of Passion, Resilience, Sacrifice, Values, and Respect.



Share highlights from PRSVR -- how it started, your involvement, what the brand is up to now!

PRSVR officially launched September 19, 2012. We are quickly approaching our 3rd anniversary, and have been so blessed. When I met my husband, Brandon, in June of 2012, I walked into a perfect storm. He had spent the previous 10 years forming the vision that would become PRSVR. I was able to identify the tremendous potential, and provide the final push he needed to make the vision a reality. We now have a retail store on Michigan Ave in Chicago, are featured in a national McDonald's campaign, have numerous celebrity clients, shown in two New York Fashion Week presentations, and had our designs worn in the hit Fox series EMPIRE. Through that time, Brandon and I also welcomed our son Brandon II in October 2013. It is a journey full of peaks and valleys, but one I wouldn't change. We are so excited for what God has in store for our future!