

# Emily Rubenstein



*"I will go above and beyond to make sure she [daughter] has the best care..."*

Age: 31

Work: Project Manager

Family: Married, 1 child

Location: NYC, NY

Education: B.A., Psychology, NYU; M.B.A, Wharton Business School; PMP

Income: \$83,000

## Goals

- Best education and care for children.
- Starting her own company, so she can spend more time with her kid(s).
- Write multiple books.

## Pet Peeves

- People playing loud music (especially with curse words) on the train or from their cars. "It's *their* music, why does everyone else need to hear *their* music?!"

## Coworkers Say:

"Hardworking and laser focus, a bit of a perfectionist at times, but can crack a corny joke at the right moments. "Laughs pretty loudly... I just love that laugh!" "She loves talking about her daughter."

## Devices



Running

Reading

Hiking

Camping

I am Emily Rubenstein, a Chicago born native that is transplanted in New York, first for my undergraduate degree at NYU, then a short stint in Pennsylvania for my M.B.A. at the Wharton Business School, and back to New York City to work for Standard & Poors. I have the quintessential story of getting an internship here after graduating and really never looked back.

I met my boyfriend and now husband at Wharton, and he works at Goldman Sachs. There was a rocky period for us around 2008, but things are starting to shape up. We were honestly pessimistic after the economic recession and figured we would bypass the whole family thing.

Then, things started to look a little better around 2014 and we kind of decided to have a child. It is interesting, because my friends also were having their first child around the same time, but all this is without any planning. They just "decided" to have children as well, even those who were vehemently against having children.

*"I just want to have the peace of mind to know what is going on throughout the day."*

Now that we have our little Olivia, who just turned 2, I just want the best for her. I will go above and beyond to make sure she has the best care and quality education. We live in the Upper East Side which is already quite expensive, and pay a good price for Olivia's daycare. It is already bad enough that I have to give up my baby for other people to watch her during the day while my husband and I are at work. My family is saturated all throughout the Midwest and Josh's family lives mostly in Brookline, MA. We have a few cousins who live in New Jersey, but they are in the same situation.

We settled for a daycare center, we thought about the nanny, since that is big in New York; however, we wanted a little more of a organized structure...it seemed a little safer for our baby. I just want to have the peace of mind to know what is going on throughout the day. I've read through every blog and report on the mistreatment of children by either daycare, babysitters, or nannies. It's a little disconcerting. One of my friends told me about an incident she ran into with her nanny. It wasn't physical harm per se, but absolute negligence. Not changing diapers, letting the baby cry for an hour, stuff like that. I won't go into how she found out. Well, actually I will say, it would be nice to have a monitoring service that is able to capture moments with your child and caregiver with a mutual agreement.