



Your name: Susan Ginsberg
Your position: Founder/CEO
Company name: Stop and Breathe® LLC
Website: <https://www.stopandbreathe.org>
Phone number: 480-388-2780
Business address: Work out of my home
Industry: Health and wellness

How many people does the company employ? Just myself

How long have you been in this business? Over 20 years, but in 2007, I changed my business name to Stop and Breathe after seeing the life-changing benefits of healthy breathing.

What prompted you to start your own business? When I believe in something, I find it easy to become entrepreneurial and take risks. I felt that what I was offering was of great service to others in need of these important life tools.

Describe what your company does: I provide wellness support to companies and individuals by teaching them breathwork, relaxation, visualization, and intentional living techniques.

I work in person with individuals in my home office in McDowell Mountain Ranch, and I also travel to many companies and organizations across the Valley. In addition, I pivoted during the pandemic and began offering virtual workshops and private sessions via Zoom, which I still provide for companies outside of Arizona, both nationally and globally.

Anything extraordinary/unique that your company does:

For many years, I worked with surgical and cancer patients before or after surgical procedures and during chemotherapy treatments. Seeing the way it supported others going through an incredibly stressful time in their lives, I continue to “pay it forward” and offer a free initial session to anyone who has cancer (or any other life-threatening/changing ailment) and wants to experience deep relaxation and learn stress management techniques. I have also had the amazing opportunity to work with our country’s very own Marine Corps, as I provided a stress management workshop for over 200 marines in Quantico. In addition, so many people are plagued by insomnia, and I love helping others overcome the frustration of falling



Susan with husband Jack and Layla



(and staying!) asleep each night. I have even been called “The Sleep Whisperer of Scottsdale” by my clients!

Given your business expertise and the nature of what you do, what advice (whether general or specific) can you offer to the residents of your neighborhood? The way we breathe is everything! It can either support the way we manage stress and/or anxiety, or it can work against us. I always say, “We cannot avoid stress, but we can change the way we react to it.” And I am helping others do this very thing, one breath at a time.

How did you decide on this industry (events that led up to where you are now, where you went to school, etc.)? I have always loved teaching and helping others. Originally an educator, I later became certified (E-RYT200) to teach yoga and meditation. Seeing the inherent benefits of yogic breathing, relaxation, and visualization techniques, I decided to bring it to the mainstream population, first in hospitals and then in corporate America.

What section of the neighborhood do you live in, and how long have you lived in the neighborhood? We live in Cimarron Ridge in McDowell Mountain Ranch. We moved here in 2020.

Where did you grow up? I grew up in the Chicago area and lived in the south suburbs, north suburbs, northwest suburbs, and the city, as well.

Tell us about your family: We are a modern, blended family, as I married my husband Jack Pfeiffer almost nine years ago. We have four children between us, ranging in age from 20-30, and they currently all live in different states across the country! We also rescued an adorable poodle mix named Layla, the sweetest thing ever!

What are your hobbies/interests? I love pickleball, hiking, biking, playing piano (by ear), writing, traveling, wine tasting, farmers’ markets, and listening to live music. My husband Jack and I also picked up singing karaoke during the pandemic to entertain ourselves! Sunsets are a big deal for us, and we stop whatever we are doing and look up to appreciate the beautiful sky nearly every evening.



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