



DEBORAH ESTIS GREENSPAN, CEO AND FOUNDER

As a first time Mom in 2002, Debbie Greenspan became increasingly concerned about the toxins, pesticides and harmful pollutants that were tracked into her home. Family and friends reassured her that “a little dirt won’t hurt the baby.” However as a lifetime allergy sufferer, Debbie had her doubts. It was this nagging question that led her down a two year path of research, consulting leading home environmental experts and microbiologists to see what could be done about the problem. These efforts marked the beginning of her road to “Dr. Doormat.”

With a BS degree from the School of Hospitality at Florida International University in Miami and a continuation education degree from the Culinary Institute of America in Hyde Park, NY, Debbie’s training included classes in Sanitation and Housekeeping. This lay an early foundation for her later mission to find a better way to keep homes cleaner and healthier.

Debbie worked in sales and marketing for the hotel industry for over 20 years. From 1995 to 1998 she was a member of the faculty of Cornell University School of Hotel Administration’s Executive Education program teaching the Basics of Hotel Sales. As a principal and founder of Driving Revenue an international marketing consulting firm, Debbie and her partner created and implemented unique revenue management tools and consulting services for the hotel and resort industry all over the world. Driving Revenue was purchased by Pegasus Solutions, Inc. in August of 1998, where Debbie acted as Vice President of Sales for the Business Intelligence division. A widely recognized expert in revenue management for the hotel industry, Debbie frequently spoke at national and international Hospitality conferences.

Debbie launched Dr. Doormat in October of 2002 offering the first antimicrobial treated doormat for home use, using proven EPA approved chemistry. In July 2011 Dr. Doormat became sustainable and eco-friendly. Debbie moved her manufacturing operation to the south east coast of the U.S. She plans to expand her product line in the near future to include a line of home environmental tools offered exclusively by Dr. Doormat.

Debbie lives in North Bethesda, Maryland with her husband Jerry Greenspan, a commercial property management and real estate developer, their two children, and dog, Truffles.

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