

## WHO'S WHO WOMEN OF INFLUENCE



### DURÉE M. ROSS

PRESIDENT & CEO

DURÉE & COMPANY

10620 Griffin Road, Suite 208, Fort Lauderdale, FL 33328

600 East Hopkins Avenue, Suite 303, Aspen, CO 81611

dureeandcompany.com | 954.723.9350 | duree@dureeandcompany.com

#### What single accomplishment are you most proud of, and why?

First, I am a mother of two extraordinary children! I am also proud of being in a place where I can expand my business. I started without any business plan or favors from anyone. Growing the business came from trusting my instincts over the last two decades. While the last few years have been somewhat unpredictable, I saw an opportunity in the marketplace to expand to other practice areas. These new business opportunities led to cannabis and emerging markets divisions at Durée & Company.

#### What charities are you involved in and why?

Being involved with charities is something I prioritize in both my business endeavors and personal life. Durée & Company works with a number of nonprofits, including Boys & Girls Clubs of Miami-Dade, Feeding South Florida, Walk Like MADD & MADD DASH 5K, Jack & Jill Center, and many others that also trickle into my personal life. I am very proud to support the Broward Center/

Parker Playhouse where my daughter performs recitals, and her dance studio's nonprofit arm to help provide scholarships.

#### What advice would you give to other women looking to make a difference?

My advice would be to give back to the community. Find your passion and channel that into giving back in some capacity. I believe that when you give back, good things come your way.

#### What is the one fact you would like our readers to know about you?

I started my business at age 24! I am just as involved today in the client accounts as I was when I first started. I've been fortunate to have a talented team, but I am always personally involved in every piece of business that comes in the door. PR is my passion and I've always felt being involved at the ground level is so important to the success of the company.