

DURÉE ROSS, DURÉE & COMPANY



President & CEO



Durée Ross, a public relations visionary who launched her agency [Durée & Company](#) in 1999, reimagines marketing and public relations success for clients through creative and tactical strategic plans and deep-rooted relationships.

She is an award-winning entrepreneur who serves the corporate, agency and nonprofit practice areas for local, national and international clients.

Durée has been nationally recognized for her ability to manage crises, develop winning strategies and protect and build brand reputations.

Durée is a pioneer in her adaption of emerging industries, including hemp, cannabis and psychedelics. Her work in the space has resulted in a growing list of clients, from growers and multi-state operators to labs and payment solutions providers.

Through a watchful eye on local and federal legislation, a strong pulse on key expos and leadership conferences, and proven relationships with influencers and thought leaders, Durée understands how to navigate these rapidly growing industries to achieve client goals.

She was named one of 12 extraordinary women chosen for the Florida Women In Cannabis award by *HIGHLIFE Magazine* for her exemplary work in the cannabis space and was named an Influential Business Woman by the *South Florida Business Journal*.

She is an active member in cannabis trade associations, serves as a corporate partner to Cannabis LAB, and is a board member of The Florida Hemp Council. Durée is always willing to share her journey, perspective and lessons and inspire others to shift with the new demands of PR, marketing, social media and crisis communications.

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