



WOMEN OF INFLUENCE

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

Most recently, our most significant accomplishment was twofold: launching our marine industry expansion and receiving prestigious Neptune and Bulldog Reporter PR awards for our work in this practice area. These recent accolades validate our expertise in the yachting/maritime sectors and solidifies our position as a leading PR and marketing agency in the luxury lifestyle market. Our targeted PR approach, emphasizing our clients' products and brand story, sets them apart in a competitive market. By capitalizing on trends, utilizing targeted marketing tools, and hosting exclusive events, we effectively reach ultra-high-net-worth and other key identified audiences. These recent achievements garnered national attention and reinforced our reputation as trusted partners in the highly competitive yacht and maritime industries.

What life lesson continues to resonate with you and why?

As a public relations expert, a life lesson that continues to resonate with me is to "stay curious, never stop learning, and diversify and specialize in multiple industries." Embracing curiosity fosters growth and leads to delivering innovative strategies. Constant learning allows fresh insights and creative solutions. By growing and continuing to add expanded services and practice areas, we ensure adaptability, agility, and exceptional service to our clients in the dynamic world of PR and marketing.

What distinguishes your business, services or expertise compared to others in your profession?

What distinguishes our business, services, and expertise compared to others in our profession is our high-touch, white-glove approach. We pride ourselves on being exceptionally hands-on, providing personalized attention to every client. Our team is deeply involved and dedicated to understanding our clients' unique needs, allowing us to craft tailored strategies and deliver outstanding results. This commitment to excellence, combined with our unwavering focus on client satisfaction, sets us apart as a trusted partner in the PR industry.

