

How to Turn Your Media Experience Into a Celeb Brand-Building Powerhouse

After almost 20 years as an employee at media companies like Condé Nast and Time Inc. (and later on lifestyle brand Goop), Kimberly Kreuzberger knew it was time to move into the next phase in her career. She had constructed a strong foundation of building brand value and generating major revenue for other brands and, combining this with her innate personality traits of grit and creativity, she was ready to bet on herself and take a leap.

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