

PALM BEACH COUNTY'S  
**LARGEST**  
 CIRCULATED  
 MAGAZINE

SPECIAL ADVERTISING SECTION

# Wonder Women



They're vibrant, knowledgeable and influential — meet some of South Florida's Wonder Women. From interior designers, real estate agents, sales and marketing executives, nurses, dentists and doctors to financial advisors, bankers, artists and CEOs, these women have experience and skills that have propelled them to the top of their fields.



## Wonder Women

### DURÉE ROSS

#### PUBLIC RELATIONS

The year 2020 brought many changes, causing our lives to pivot on so many fronts. While some of it was COVID-19-related, it has also caused a shift in how people do business.

Durée & Company, led by award-winning PR entrepreneur Durée Ross, seized upon this change. "A lot of established practices and beliefs were reexamined. As a result, there were many new schools of thought," says Ross, whose firm services clients in South Florida and around the world. "This was perfect timing for emerging industries and perfect timing for Durée & Company, as we're always interested in telling new stories and learning about new industries."

Durée & Company serves the corporate, agency and nonprofit arenas for local, national and international clients. Its diversified client roster includes well-known names in business, real estate, hospitality, travel, yachting, health and wellness, art and culture, fashion, nonprofit organizations, legal and professional services.

"One key to success for Durée & Company is that we're selective with the clients we take on," says Ross. "Synergy with a client is a must. We maintain careful balance between the number and type of companies we represent. For us, it's a curated roster of businesses where we can implement the right strategy for success."

The agency also has practice areas in psychedelics and cannabis, along with other emerging industries including cryptocurrency. "We're proud to welcome so many new clients, many of which were companies in emerging markets, to our roster and impact their business," says Ross.

The firm strives to be proactive. "A strategy is behind everything that we do," says Ross. "No matter the industry or scope of work, we're purposeful in our intent and take a proactive approach for every project we take on. We don't sit around waiting for the news to happen; we look for opportunities to tell our clients' stories."

This firm has been celebrated within the PR and small business communities. Recent accolades include 2021 South Florida Business & Wealth's Prestigious Women Awards and 2020 PRNEWS Agency Elite Top 100.

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