



### **DURÉE ROSS**

**PRESIDENT & CEO**

DURÉE & COMPANY

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

Since founding Durée & Company in 1999, I have been diversifying the business and making strategic business decisions to keep the agency relevant and competitive. I'm proud of our emerging industries practice which includes cannabis, hemp/CBD, medical marijuana, psychedelics and cryptocurrency. It's incredibly rewarding to take on new challenges and navigate the ever-changing rules and regulations associated with emerging industries. In fact, it was a real estate client that brought me into the hemp/CBD space quite some time ago. I decided if we were going to be in these industries, we needed to give back and help elevate them. I volunteer my time and serve on several boards while also speaking on panels and roundtables. It's extremely humbling and rewarding to share expertise and practical applications for PR and marketing success in these emerging industries and the many other industries in which we serve.

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

Stay curious and go above and beyond what is asked. Realize that you have the power to control your own destiny, but it's never an easy road. Roll up your sleeves, get active in your community, find your passion and stay committed.

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

Certified as a woman-owned Florida Certified Business Enterprise, Durée & Company's extensive client roster also includes for-profit organizations including professional services and law firms, real estate developers, luxury real estate professionals, yacht and marine companies and much more. Additionally, we represent nonprofit clients that make a difference in their communities. I place a strong emphasis on community and giving back along the way. My philosophy is, "give to give, don't give to receive."