



## **Brand Groupies names Genest partner/president**

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Lauren Genest

Red Bank, NJ Brand Groupies, a female-founded, full-service social media, public relations, personal branding, and podcast management agency for the AEC industry, has promoted Lauren Genest to partner and president.

Genest will focus on leading the team and further growing our agency while continuing to oversee public relations and podcast management for Brand Groupies' architecture, engineering, construction, design, and real estate clients.

"Since joining the agency in 2020, Lauren has been an integral part of our growth and pivotal in taking our business to the next level utilizing our SOPR (social media and PR) approach in the AEC industry," said Carey Balogh, Brand Groupies founder and CEO. "Our high standards of service and forward-thinking vision for our clients align, having both spent a combined 45+ years spearheading PR for global fashion brands and designers."

"I'm excited to continue the momentum that our agency has built in leveraging SOPR to ignite buzz and awareness for our clients," said Genest. "Brand Groupies has been on a mission to shake up how the AEC world approaches marketing. We are helping visionary companies and their C-suite leaders understand the value of social and PR as a tool to drive brand growth, buzz, and executive visibility while attracting new business partners."

Equal parts creative and strategic, Genest is a corporate communications and public relations expert who helps companies and executives shape their public personas. Led by 20+ years of trusted client and media relationships, she has a keen understanding of the ever-evolving media landscape and how to leverage it to fuel business growth. Her work has been featured in The New York Times, Forbes, New York Post, Crain's New York Business, New York Real Estate Journal, Real Estate New Jersey, and Commercial Observer for AEC brands like Mancini Duffy, Indigo River, and FullStack Modular.

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