



2024 Ones to Watch Rising Stars: Lauren Genest, Brand Groupies

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Lauren Genest
Partner and President

Brand Groupies

“Lauren has been pivotal in building our AEC and real estate clients’ brands and executive visibility through strategic PR and podcasting with incredible results. An example is the most recent feature in A-level media outlets - outside of the AEC industry - like Fast Company magazine.” - Carey Balogh, Founder and CEO at Brand Groupies.

Outside of your career, where else do you seek continuous learning and personal growth? I listen to podcasts nonstop to sharpen my skills to stay on the cutting edge of PR and Podcast trends. We work with a business coach and seek mentorship from inspiring female entrepreneurs. I attend industry networking events like PWC-NY and Real Estate Networking and Transactions (R.E.N.T.) to connect and learn from dynamic leaders in the AEC and CRE industries.

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