

# KIM RUSSO

In 2002, entrepreneur, Kim Russo, began her Wall Street based merchandising company, GDN, from her living room armed with only an intense passion and great determination to succeed. Without any formal financial or economic background and in deep financial debt, she transformed her then small firm into a multi-million dollar company with international reach. Today, GDN's client roster boasts of the world's most impressive Investment Banks and Fortune 100/500 companies in six continents and over a dozen countries.

Ms. Russo's first entrepreneurial effort was at the age of 17, when she placed self-designed flyers on cars, offering at home manicures and pedicures. Early on, she knew she wanted to pursue a career that would capitalize on her entrepreneurial drive and creative spirit. In her mid 20's, she was hungry for a prosperous livelihood and began studying to become a stock broker and eventually landed at Prudential Securities before beginning her ultimate career path in deal toys. Since then, Ms. Russo has been sought out by the Wall Street Journal and Financial Times for articles printed which featured three photos of GDN's designs (see media kit for copies).

Ms. Russo, who makes her home in Manhattan's downtown Financial District (FIDI), is a member of New York State's lead economic-development agency, Empire State Development; WBENC, Women's Business Enterprise National Council; and ASI, Advertising Specialty Institute. An active donor to the Juvenile Diabetes Research Foundation and a number of breast cancer charities, she participated in Morry's Camp annual fund-raiser for underprivileged children. Ms. Russo also serves as a committee member for the Edwin Gould Services for Children (EGSC), and has participated in the Covenant House mentoring program for children. She frequently coaches and inspires young entrepreneurs, pro bono, and claims success is attributed to: passion, a love for what you do and NEVER accept no for an answer.

Drawing from her background, Ms. Russo sat on the ad hoc board and subsequent design committee for 15 Broad Street and regularly spearheads efforts to increase communication and collaboration among the various members of her industry.

For more information on Kim Russo, please contact  
Plum Relations, [kate@plumrelations.com](mailto:kate@plumrelations.com)

# # #