

## **Kubi Springer (New York, September 2001)**

Kubi Springer is a brand specialist and media personality. She is CEO of The Kubi Springer Company, which is a brand management agency in London. As an agency they specialise in developing brands within the fashion, entertainment and lifestyle industries. They deliver brand promotional and experiential marketing campaigns, as well as brand and marketing training via their website, TV show and podcasts.

[www.kubispringer.com](http://www.kubispringer.com)

Kubi took some time out of her busy schedule to answer a few questions for us:-

### **In the context of Mountbatten, how did participating in the programme help inspire you to set up your own business, or, generally what was your inspiration?**

Mountbatten was phenomenal as it gave me the foundations for what I am doing now. During my placement, I worked with an event management company in their sponsorship department and learnt the fundamentals of event sponsorship and event promotions.

Whilst in New York I also took the opportunity to get involved with Blue Flame (Puff Daddy's Marketing & Advertising Agency), and that experience was the catalyst for the types of clients I work with today.

If I hadn't done Mountbatten, I don't think I would be doing what I am doing now.

### **What steps did you take to put your plan into action?**

I always knew that I wanted to work in the field of entertainment and fashion so I strategically used every opportunity to get some work experience and make contacts. When I left Mountbatten I came back to the UK with a contract to work with Justin Timberlake's choreographer Eddie Morales, to build his brand profile as part of Justin's 'Justified Tour'. The success of that campaign gave me my first set of freelance jobs. Off the back of those I managed to get referrals and 14 years later I was in a position to set up my own business.

The plan for me has always been to make my work speak for itself. I am a strong believer that 'it may be who you know that gets you through the door, but it's what you know that keeps you there!'

### **Why is the world a better place with your company in it?**

I love this question. The world is a better place because my company teaches, helps and assists people to build their brands. Whether they are a graduate wanting to get a job or a business owner wanting to expand their empire; we at The Kubi Springer Company can help them to achieve their dreams.