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I have had the privilege of working with Katie over the past 1.5 years as a client, and what I quickly realized was there are very few in her field that have the depth and breadth of knowledge, as well as experience and passion that she does. Her dedication, creativity, and commitment to excellence make her an invaluable asset to any team or project fortunate enough to have her involvement.

As a former Google exec, my team managed the brand and go-to-market strategy for the Americas, including creative and design. In this role, I worked with industry leading creatives that came from top firms, and had experience leading multi-million dollar campaigns.

Having had the opportunity to work closely with Katie, I can confidently attest to her as nothing short of a virtuoso in her field. What sets Katie apart is her ability to translate what you're thinking into something wildly better, and more imaginative. She not only does this at a contributor level, but is a leader in bringing other mindsets to think both in aspirational and framework – when you are someone who understands the creative process, this is not something you can learn, it's who you are. Katie has an intuition for knowing when to lead and when to teach, and she does this seamlessly, making you feel like you are a part of the process, and the result.

Katie's work consistently pushes the boundaries of creativity, leaving a lasting impression on anyone who encounters it, and her ability to seamlessly blend visual elements with storytelling is truly remarkable. She has a technical prowess but also an unwavering commitment to excellence and a knack for taking initiative. Katie approaches every project with an infectious enthusiasm and a determination to exceed expectations, and is a resourceful problem-solver who consistently finds innovative solutions to challenges—she's a thinker and a doer at once.

Furthermore, Katie is a brand genius. She not only understands the essence of a brand but also has the rare ability to breathe life into it through her design work. Her creative vision aligns with the brand's identity but at the same time, elevates it to new heights, making her an essential collaborator for any branding or marketing endeavor.

In summary, I have had the privilege of working alongside Katie Leppert, and I can confidently attest to her extraordinary talents as a brilliant creative leader, graphic designer, brand authority and everything in between.

Sincerely,
Ally Baerenwald
CEO, BEBLY