**Stacie Brockman Bio**

Stacie Brockman is a serial entrepreneur, passionate investor and dedicated board member. She is known for her ability to scale a brand from idea to inception to skyrocket sales to an acquisition. Her specialty is finding the white space for start-ups and helping them grow to be Fortune 500 status. And, relaunching (or repositioning) Fortune 500 brands and helping them be more nimble like a start-up in this social-first world. She's a master for pinpointing the opportunity, establishing the brand narrative, cultivating the community, building brand equity, and expanding a brand’s footprint without losing their core DNA. Stacie innately understands how to create disruptive marketing and make the right kind of noise online and offline.

Stacie's clients (past and present) include: Disney, CHANEL, Dior, Tiffany & Co., Salvatore Ferragamo, Moda Operandi, Millie Bobby Brown (FLORENCE), Halsey (ABOUT FACE), Gwen Stefani (GXVE Beauty), Cindy Crawford (Meaningful Beauty), Lauryn Hill, OUAI Haircare, Estee Lauder, La Mer, Versed, Rita Hazan, Dr. Dennis Gross, Augustinus Bader, Bliss, Glamsquad, Origins, Megababe,, The Last Line, Alison Lou, Stuart Weitzman, Hudson Jeans, J Brand, Craig Robins & Miami Design District, Playboy, Versed and more.

Stacie has been featured in: Women’s Wear Daily, Beauty Independent, Glossy, Forbes, Huffington Post, Fashionista, My Domaine, Girl Boss, Toronto Life, E!, SiriusXM Wharton School of Business Podcast, Soho House, Pretty Smart Podcast, SCAD Style and The Glossy Podcast. She has been a keynote speaker at The Glossy Conference, SCADstyle, The International Lion of Judah Conference, Soho House (Toronto and New York), Ryerson University, Savannah College of Art and Design, The Jewish Federation of Greater Atlanta and more.

Stacie began her career at the age of 21 as a founding member of [The Coveteur](http://coveteur.com/), a content-to-commerce media company, which was acquired by Great Bowery in August 2019. During her tenure as the Editorial Director of The Coveteur, Stacie interviewed over 300+ celebrities and tastemakers, including Drake, Kourtney Kardashian, Jessica Alba, Kaley Cuoco and Hugh Hefner. In addition to overseeing all branded advertorial content, casting, and styling, Stacie launched and grew all of The Coveteur’s social media channels to over 3M+ in just a few years. In 2015, at the age of 25, she co-founded [Métier Creative](https://metiercreative.com/), an award-winning advertising and branding agency. Stacie led a 7-figure raise and formed a joint venture with NEXT Model Management, which allowed her to run a 30-person, all-women-powered team in New York and Toronto. Among many of her accomplishments with Métier, Stacie is most proud of being youngest person (at 26) featured on WWD Beauty Inc’s "50 Beauty Execs Under 40 Driving Innovation" list alongside Jessica Alba (HONEST Company), Jen Atkin (OUAI Haircare), Cassandra Grey (VIOLET GREY), Michael Dubin (Dollar Shave Club), Sarah Gibson Tuttle (Olive & June) and Ben Gotham (Byredo). In August 2019, Stacie sold her equity stake and exited Métier to focus on her mental health, her family and to launch a more personal project, [PLZ&THX](https://www.plzandthx.com/). PLZ&THX is a new-age brand incubator and venture fund. Stacie has an innate ability to scout, support and strategize on building best-in-class brands and advising founders on how to build their brand into a class-of-its-own brand. PLZ&THX primarily invests in female founders who are changemakers, category-disruptors and cultural innovators.

Upon exiting Métier in the summer of 2019, Stacie focused her efforts on healing herself and addressing her underlying mental health issues. The pressures of being an over-achieving, perfectionist millennial subsequently became overwhelming and detrimental to her day-to-day. As a longtime sufferer of various autoimmune diseases, debilitating chronic migraines, crippling anxiety, ongoing OCD and persistent treatment-resistant depression, Stacie shifted her attention to focus solely on her well-being. Despite the looming fear of failure, judgement and stigma, Stacie’s inward journey to rehabilitate her mental health proved even more life changing than she imagined. It was during this time she became more vulnerable; she began sharing her personal struggles publicly on social media, which led to her new found love for helping others suffering silently. Instead of using her platform to boast about accolades and accomplishments, Stacie humanized a real crisis affecting our current culture by revealing her intimate experience with psychedelic-assisted psychotherapy to improve her overall health. Through this, Stacie has found her true calling in being a voice of a generation, a pillar of strength for others, and a compassionate resource for those in search of answers.

Stacie is a proud Lion of Judah and active philanthropist both locally and nationally. She currently serves on the national board for Dignity Grows and is the youngest member in history to join the national board of Foundation for Jewish Camp. She is passionate about applying her time, talent and treasure to people and causes, which include Jewish camping, women’s rights, Women IN Philanthropy, Jewish Family & Child Services, Anti-Semitism and USC's MentorHer program. Most recently, she spoke in front of 1200 women about her personal experience with mental health issues at the 2022 International Lion of Judah Conference, sharing the same stage with the likes of Katie Couric, Noa Tishby and Marlee Matlin.

Stacie has a bachelor’s degrees in Journalism from the prestigious Ryerson University in Toronto, Canada (her hometown). Stacie and her husband, Jay, now live in Scottsdale, Arizona. She’s a proud boy mom to two boys, Hudson (3-years-old) and Ryder (1-years-old), and dog, Ollie.