

In the dynamic world of business and philanthropy, one name stands out as a true powerhouse: Rana Florida, the Chief Executive Officer of the Creative Class Group. With a diverse range of accomplishments and an impressive list of clients, Rana has become a prominent figure in her field.

At the Creative Class Group, Rana excels in managing new business development, marketing, consulting, research, and global operations. Her expertise has attracted renowned clients such as Meta (WhatsApp, Facebook and Instagram), BMW, Converse, IBM, Cirque du Soleil, Audi, Zappos, and Starwood Hotels, among many others.



– Rana Florida –

Leading the Way in Business and Philanthropy

A Trailblazer's Journey

Rana's journey to success began after earning her MBA. She quickly rose through the ranks, assuming various roles for Fortune 100 companies in corporate strategy, communications, and marketing. Notably, she served as the Vice President of Marketing for HMSHost, the world's largest airport developer, and as the VP of Corporate Communications for Feld Entertainment, the proud owner of Disney on Ice, Disney Live! and the Doodlebops.

Her entrepreneurial spirit alongside her husband, famed urbanist Richard Florida they co-founded and launched CityLab, the preeminent digital platform on urbanism, for The Atlantic. This groundbreaking initiative later caught the attention of Bloomberg, which acquired it. In this collaboration, Rana played a pivotal role in organizing events and programming for The Aspen Ideas Institute and Bloomberg.

Rana's ability to articulate ideas and share insights has resulted in her contributing dozens of articles to esteemed publications like Fast Company, Inc.com, the Huffington Post, and The Miami Herald. Her writing prowess includes captivating interviews and profiles of influential figures such as President Bill Clinton, First Lady Michelle Obama, Tennis star Andre Agassi, Grammy Award winning artist Nelly Furtado, and Fashion Designer Tory Burch. Furthermore, her expertise has been sought after for on-air business analysis on major platforms like The Today Show and MSNBC's The Cycle.

Recognized for her exceptional contributions, Rana's work has been featured in prestigious publications such as The New York Times, Vogue Magazine, The Wall Street Journal, Market Watch, CNN, and The Globe and Mail. Her business book, "Upgrade—Taking Your Work and Life from Ordinary to Extraordinary," garnered critical acclaim and was selected as an Editor's Pick at The Globe and Mail.

Beyond her remarkable professional achievements, Rana dedicates herself to philanthropy and public service. She actively participates in renowned organizations, including the United Nations Global Network on Digital Technologies and Sustainable Urbanization, Best Buddies Canada, The Olympics Committee for the Canadian Freestyle Ski Association, and Silver Art Projects in the World Trade Center, among others.



From Knowledge Seeker to Collaborative Visionary

Rana has an unquenchable thirst for knowledge, always seeking to learn as much as possible. She believes that work is more enjoyable when approached collaboratively, with a spirit of discovery rather than a task-oriented mindset. Surrounding herself with interesting and creative people, both inside and outside of work, brings her immense joy.

Her husband, Richard Florida, is a world renowned cities expert, speaker, and professor. He advises cities worldwide on economic growth strategies, drawing from his bestselling book, "The Rise of the Creative Class." When BMW approached Richard to feature his ideas in a commercial, Rana saw the perfect opportunity to expand their venture in Washington DC, the Creative Class Group, into a full-service consulting, research, and strategy firm.

Rana's commitment to making a difference extends to various cultural and artistic endeavors. She contributes to organizations such as The National Ballet of Canada, St. Mike's Hospital Neo-natal Intensive Care Unit, the Luminato Festival, Le Miami, The Design-Exchange, the Isabella Blow Foundation, Girls E Mentorship, the Toronto Symphony Orchestra, Let Grow, the Council for International Visitors, and The Founders Junior Council of the Detroit Institute of Arts.

Elevating Value through Collaborative Partnerships

Rana considers Creative Class Group's clients as experts in their respective fields and actively partners with them to enhance their value. The team has had the privilege of collaborating with pioneering companies worldwide, including Microsoft and Zappos. They assisted BMW in the successful launch of their Ideas Class ad campaign and provided guidance to Starwood Hotels on measuring creativity at various locations across the



globe. Additionally, they identified the most creative neighborhoods for Cirque du Soleil to showcase their performances. Collaborating with Le Méridien Hotels, alongside Chef Jean Georges and other creative professionals, Richard and Rana served as Le Méridien 100 members, an advisory group dedicated to enhancing the overall guest experience. The Creative Class Group also provided valuable insights to property developer Edens for their Union Market project in Washington DC and supported Air Canada's Growth of Cities campaign.

Rana asserts, "We worked with Converse to help position their Jack Purcell brand to the entrepreneurial Creative Class. From Sibiu, Romania to Dubai to Singapore, our clients span the globe."

Creative Class Group's clients share a common ethos of creativity embedded in their DNA. Currently, the company is working closely with META to quantify the economic impacts of the new Creator Economy.

Gaining a Competitive Edge in the Knowledge Economy

According to Rana, innovative ideas and knowledge allow individuals, organizations, and societies to stay ahead of the curve and gain a competitive edge. By constantly exploring new concepts, technologies, and approaches, they can differentiate themselves from competitors and adapt to changing market demands.

Innovative individuals and organizations embrace change, rebound from disruption, and seize new opportunities for entrepreneurship, and new ways of living and working. Their ideas and knowledge contribute to the development of the new ideas and business models that drive economic growth.

The Creative Class Group has a trove of proprietary data on the Creative Class and global trends. It can measure anything from centers of innovation and creativity to venture capital investments and real estate trends.

Breaking Boundaries

Rana has always held the belief that Creative Class Group swims upstream, challenging traditional business norms.

The company has never considered office environments or mandatory attendance as crucial to their culture or productivity. In fact, it has been a fully-remote company long before the term became widely known. The approach is simple: the company seeks out the brightest minds in their field and extends an invitation for collaboration, regardless of their location. The team encompasses individuals residing in various places, such as Brooklyn, Washington DC, Miami Beach, New York, Portland, Detroit, or Mexico City. What truly matters to the Creative Class Group are the insights and knowledge contributed by their team members, rather than whether they adhere to strict work hours or occupy cubicles.

A Forward-Thinking CEO

Rana holds a firm conviction that organizations prioritizing collaboration ultimately emerge as winners. Collaboration brings together individuals possessing diverse skills, experiences, and perspectives, resulting in a collective synergy that surpasses their individual contributions. Through collaboration, the process of decision-making becomes a collective endeavor, where various viewpoints and expertise are taken into account. This approach minimizes the influence of biases, fosters critical thinking, and ultimately leads to the attainment of high-quality outcomes.

As a CEO, Rana takes great pleasure in engaging in collaboration and deriving knowledge from the most innovative organizations worldwide.

Unlocking Success

Rana's advice to individuals stepping into a leadership position for the first time is to recognize that being the smartest person in the room is not a prerequisite. Instead, it is crucial to surround oneself with intelligent individuals and provide them with the autonomy necessary to lead effectively. Rana emphasizes the importance of being both a learner and a leader, embracing a mindset of continuous growth and seeking knowledge from others. By fostering a collaborative and an empowering environment, new leaders can leverage the collective intelligence of their team and drive success.



Rochelle de Goias-Jackman Founder, Board Co-Chair of Girls E Mentorship (GEM)



Richard and Rana Florida for the National Ballet

Rana and Richard Florida