

# Beth Casama

Personal Branding Expert & Reinvention Strategist

I can't remember a time in life when I wasn't enthusiastic about championing someone's dreams. Whether it was on the playground as a little girl, or in the boardroom as an executive; my greatest passion in life has always been empowering others to embrace their unique gifts & live a life that celebrates who they really are.

***I call it a "SUPERPOWER" & I believe everyone has one.***

Do you know that thing that *lights you up*? When you're "*in the flow*" & life seems to STOP & nothing else matters? Yep...that's your "superpower" & it's unique to YOU! Whether you already know it or want to discover it - you've come to the right place.

***You see...I believe an "extraordinary" life is not reserved for the lucky few... but available to each of us when we LIVE LIFE ON PURPOSE.***

While I'm proud of my many career accomplishments, having worked in Hollywood for decades as an entertainment marketing & branding executive for major media companies like Sony, Universal, Disney & CBS, and with a multitude of top A list celebrities - there has been no greater achievement for me than having the courage to embark on my own journey of reinvention' to discover my true life's purpose.

***So many of us live life with regrets...knowing deep down inside that we're meant for MORE.***

What I've learned is that success comes in many forms & it's deeply personal to YOU. I believe the best way to impact & inspire change in the world is to passionately live your purpose & be an unstoppable force for good.

Now, as a Personal Branding Expert & Reinvention Strategist, I have the privilege of helping others discover their unique talents & gifts & fearlessly evolve into the person they were meant to be.