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SMART LUXURY: OUR ANNUAL GIFT GUIDE

JASON SEGEL



TATIANA GRANT

Parade Company, Braylon Edwards Foundation, Boys Hope Girls Hope of Michigan

What is the most sensible thing to do when given an absolute dream job? For entrepreneurial 25-year-old Tatiana Grant, the answer was, quit.

A life-long basketball fan, Grant was working for the Detroit Pistons in their brand marketing and strategic communications department when she had an idea for a new business venture. Armed with a now-or-never attitude and the support of her parents, she put in her notice at work. "They told me that I couldn't leave until the playoffs were over, and the Pistons made a long playoff run that season!" she jokes.

When she finally ventured on her own, Grant was surprised that life had other plans for her. Former business contacts heard that she was a free agent, and before long, she was consulting on a variety of marketing initiatives and events, specifically for nonprofits.

Now some people can't help but raise an eyebrow at the thought of a 25-year-old marketing and events consultant, but take some advice: Do not underestimate her. Grant may be young, but her credentials and character have given her a track record for success. She has handled everything from securing sponsorship packages, drawing up contracts and working with vendors, to distributing paychecks and stuffing goodie bags.

High-profile clients like the Townsend Hotel and Parade Company have taken notice, and it was Grant they called upon for help with an upscale Christian Dior event, which benefited the Lighthouse of Oakland County, and this year's Hob Nobble Gobble.

Grant also consults for the Braylon Edwards Foundation on event management, serves on the junior board of Boys Hope Girls Hope of Michigan, is a public relations chairperson for Detroit Synergy and helps with other nonprofits when she can.

To her, the best part of her work is seeing the fruits of her labor. She cites one instance with the Braylon Edwards Foundation that was specifically memorable. "I had the opportunity to go down to Cleveland with the team and work with the kids," she says. "Being able to interact with them and see the improvements was incredibly rewarding."