

The Business of Authenticity

Every morning at 5:00 am, Gary does a cold plunge. The plunge requires determination, enhances mood and focus, and motivates him to take on his day. That is why when Gary Lipovetsky first came onto the screen, his passion, professionalism and focus were able to shine through so clearly. Currently the co-founder and head of strategic relations of Valeriainc and Creator Method and the previous head of relations and management for multiple companies, Gary has built a reputation for successfully navigating the media landscape and pushing for campaigns and communication, highlighting authenticity and brand alignment strategy.

Furthermore, he first immigrated from Ukraine to Canada, pursuing a degree in geology. He later switched his degree to business and joined the strategies team for a Canadian catering company. Thus began his journey in the world of brand reputation and public relations. He then started his own company to build relations for Facebook influencers and met Valeria, which catapulted his now 8-year-long journey as the co-founder of Valeriainc. This journey has been no small feat, and through this, he has been able to work on many campaigns, build various pr plans for Valeria, and handle direct crisis management. As he describes his day-to-day work with a smile, it is evident that Gary turns every situation into an opportunity for growth. He is able to combine media relations, reputation management, crisis communication, and personal branding skills to create what Valeriainc is today. “A lot of my day-to-day revolves around generating strategies for future campaigns, which led me to create the strategies that gained much media traction for Creator Method as well.” Gary’s implemented strategies into Creator Method are primarily what amassed their 20,000 people following and millions of media impressions. He positioned Creator Method as community-oriented, which “was a fundamental piece influencers were looking for when we did our research.”

Similarly, another goal was to leverage past successes in Valeriainc to entice users further. Under these companies, Gary was able to play a direct role in generating over 13.5 million dollars in brand partnerships and fostering solid relationships with the media. He recalls some of the traditional public relations he also played a direct role in, such as strengthening relationships with journalists like at the New York Times for their piece on Creator Method. “PR is different than it used to be. Now, it largely stems from aligning someone's content and communicating with your

target audience to produce organic relationships where journalists feel inspired to cover your client or a campaign rather than just be paid or pitched the idea.”

Indeed, Gary’s approach to public relations has consistently promoted the highest level of authenticity. In working for Valeriainc, he practices the utmost transparency by instilling in his clients the importance of this authenticity, which enhances their personal branding. Even in moments of crisis, Gary has been able to manage his communications to turn failures into fantastic. He remarks on when Valeriainc was in crisis when closing down a part of their e-commerce business. “Throughout working for Valeriainc, I have prioritized communicating and connecting with Valeria’s personal brand and audience. Through campaigns in partnership with aligning companies and brands, we were able to show the authentic parts of her life to her audience; it laid the foundational groundwork for dealing with the potential criticism we would receive with the announcement of closing the clothing part of our company.” Gary’s resilience and ability to remain positive throughout catapulted Valeria’s announcement of this news and further accumulated views, causing audiences to engage positively. “It was vital to continuing Valeria’s personal brand that we position her during this crisis as open to criticism, authentic, and getting ahead of it overall.”

Ultimately, Gary’s drive and passion for creating intentional, authentic personal brands for his clients have led him to many successes and endless wisdom in the media and public relations. Perhaps a cold plunge was needed to launch this professional into greatness and humility.