

TRAVEL AND HOSPITALITY

## KS Global's Kassie Smith: Luxury Woman to Watch 2022

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Kassie Smith

By MICKEY ALAM KHAN

*Luxury Daily* annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Kassie Smith

CEO and director of development

**KS Global**

Las Vegas, Nevada

*"I feel we will still be in survivor mindset. However, I see the luxury sector rushing back quicker than most and with people focused on collaboration and lifestyle experiences"*

What do you most like about your job?

I have always viewed my career as an exciting one, from design through development, it is always evolving. If I summed it up, "The vision of creating a luxury product that gives enjoyment." I say that's what keeps me inspired.

What is the biggest challenge in your work?

Challenge creates opportunities. However, it is fluctuation within the market I cannot control, that is my biggest challenge. The pandemic is a prime example itself, but the repercussions in my world of luxury development were staggering as the cost of materials went sky high and travel stopped.

What is your work priority for 2022?

I am launching a brand called Stirling One and I am very excited about it.

We are heavy into acquisition mode, hand-selecting a collection of Trophy Hotels and Resorts all over the world. It is multifaceted and a unique Five-Star luxury lifestyle brand. You will have to wait to find out the rest.

What is your proudest achievement in luxury?

Right now, I am filled with excitement for our new brand, Stirling One. I have culminated all my gained knowledge through my entire career in the luxury sector to arrive at this place.

How do you see luxury evolving in 2022?

I feel we will still be in survivor mindset. However, I see the luxury sector rushing back quicker than most and with people focused on collaboration and lifestyle experiences.

Luxury has always been about no limits, but I think we will see products, services and development as disrupting in an exciting way.

[Please click here to see the entire Luxury Women to Watch 2022 list](#)

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