

## FOR IMMEDIATE RELEASE

### CARA FEDERICI, CEO & HEAD OF DESIGN AT THE MADISON MELLE AGENCY, ACCEPTED INTO FORBES BUSINESS COUNCIL

*Forbes Business Council is an invitation-only community for successful business owners and leaders.*

[LOS ANGELES (24 April 2024)] — Cara Federici, CEO & Head of Design at The Madison Melle Agency, has been accepted into the Forbes Business Council, the foremost growth and networking organization for successful business owners and leaders worldwide. Federici and her Los Angeles-based firm of designers & strategists are responsible for ideating and partnering with a portfolio of luxury hospitality, real estate, food & beverage, wellness, retail, and technology brands.

Cara Federici was selected by a review committee based on the depth and diversity of her experience. Criteria for acceptance include a track record of successfully impacting business growth metrics, as well as personal and professional achievements and honors. As a member of the Council, Federici has access to a variety of exclusive opportunities designed to help her reach peak professional influence. Federici will also have the opportunity to share her expert insights in original articles and contribute to published Expert Panels alongside other experts on Forbes.com. Finally, Federici will benefit from exclusive access to membership-branded marketing collateral, high-touch support from the Forbes Councils member concierge team, and complimentary membership in EXEC—the luxury hotel, travel, lifestyle, and business benefits program.

*“I’m thrilled to be part of such a talented roster of innovators, entrepreneurs, and visionaries, and I’m eager to bring my expertise in luxury branding and marketing to the table,” Federici notes.*

For more information about The Madison Melle Agency’s branding, website design and development services please visit [madisonmelle.com](https://madisonmelle.com) or inquire via email to [info@madisonmelle.com](mailto:info@madisonmelle.com). To learn more about Forbes Councils, visit [councils.forbes.com](https://councils.forbes.com).

#### About Forbes Councils

Forbes Councils is a collective of invitation-only communities created in partnership with Forbes and the expert community builders who founded Young Entrepreneur Council (YEC). In Forbes Councils, exceptional business owners and leaders come together with the people and resources that can help them thrive.

#### About The Madison Melle Agency:

The Madison Melle Agency is a creative design studio, lifestyle branding and marketing firm, shaping the landscape of invention in hospitality and beyond. With headquarters located on one of Los Angeles’ most iconic Venice streets, Abbot Kinney, The Madison Melle Agency brings creative prowess to developing one-of-a-kind media, hospitality, food & beverage, real estate, and retail brands. The Agency’s thoughtful contributions are admired by clients across the globe, including prominent media accolades in highly sought after publications. With over 25 years of industry expertise in branding, digital marketing, graphic design, website development, and revenue growth strategies – The Madison Melle Agency exceeds expectations with every endeavor.

The Agency’s proven track record of success is derived from collaborating with a multitude of the world’s most notable names in their respective industries, including Fast Company, Standard Hotels, Palisociety, InterContinental Hotels Group, Hilton Hotels, and Proper Hospitality. From Los Angeles to New York City, Europe, and The Caribbean, The Agency’s current and past portfolio comprises of an array of luxury lifestyle companies and market leaders, such as Brookfield Properties, The Los Angeles Athletic Club, Sunset Marquis, The Aster Social Club, Casetta Group, Costiera Restaurant, Carmel Partners, Two Bunch Palms, Lemon Grove Restaurant, Marram Montauk, Walker Hotels, Bett & Ollie Cocktail Bar, Petit Ermitage, The Palmetto, well as a variety of highly acclaimed media, retail, communications, and hospitality ventures.

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