

woman with drive 29/03/2019

Living your best life

When it comes to making your dreams a reality Kate Reid (Lune), Kristina Karlsson (Kikki.K) and Kate Russel (Lululemon) are true experts. woman with drive had the pleasure to gain insight on how they transformed their dreams into reality.



All of you made your dreams come true. A lot of us dream. What was the tipping point for you to go chase your dreams?

How do you maintain your passion and your drive for what you do? Especially when life gets really busy, how do you recuperate?



The Panellists

Kate Reid – Lune Croissanterie

Kate trained at Parisian boulangerine, Du Pain et des Idées, in 2011, in the specific field of viennoiseries. In June 2012, she established Lune Croissanterie. For Lune, Kate developed a unique recipe and laminating technique for creation of the croissant pastry. Before Lune, Kate qualified as an Aerospace Engineer and worked as an aerodynamicist at Formula 1 team Williams F1 in the United Kingdom.

Kristina Karlsson – Founder and Creative Director, Kikki.K

Kristina Karlsson is a passionate learner, self-improver and the proud mother of two children, Axel and Tiffany, with her partner, Paul. After growing up on a small farm in country Sweden, at the age of 22 she found herself in a new country, half a world away from family and friends, with little money and no idea what to do with her life. So what was a girl to do? Imagine what her dream life could look like – and then make it happen.

Kate Russell – Strategic Sales Manager, lululemon Australia

Kate spent over five years at n2n communications (Sydney PR firm) where she led strategy and execution of public relations and events across Telco, IT, Government, Business and Consumer. After years in the corporate sector, Kate landed her dream job as Regional Community Manager in 2014. Today Kate is now the Strategic Sales Manager for AUS, looking after the wholesale business.

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