



Nicole Oropesa Named President of BrandStar Entertainment

Acclaimed industry veteran will oversee all branded entertainment show properties.

FORT LAUDERDALE, FL, UNITED STATES, March 4, 2024 /EINPresswire.com/ -- [BrandStar](#) a solutions-driven, fully horizontally and vertically integrated production and strategic marketing company, has named Nicole Oropesa President of BrandStar Entertainment, its pioneering branded entertainment division.

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Nicole's dedication, expertise, and journey with BrandStar exemplifies her exceptional leadership. Her vision and passion for the industry makes her an invaluable asset.”

*Mark Alfieri, Founder & CEO
of BrandStar*

BrandStar Entertainment produces and distributes award-winning branded entertainment TV programs, providing valuable education and insights on an array of topics.

Oropesa has been a driving force of BrandStar's growth for the past 15 years and is an original producer of flagship show, [The Balancing Act](#), which is the longest-running television show on Lifetime and hosted by Montel

Williams.

In her newly assumed position, she will leverage her extensive 25-year background in the branded entertainment industry to spearhead the division's efforts in broadening BrandStar's array of show properties. These properties encompass renowned programs such as [Military Makeover with Montel](#), BELatina, Designing Spaces, Inside the Blueprint, and Access Health.

“Nicole's dedication, expertise, and journey with BrandStar exemplifies her exceptional leadership. Her vision and passion for the industry makes her an invaluable asset,” said Mark Alfieri, Founder & CEO of BrandStar. "I've observed the leadership qualities she embodies through her previous role, along with a demonstrated track record of not only optimizing our shows' potential but also dedicating herself to unlocking the full professional and personal capabilities of her team members. I couldn't ask for anything more.”

Prior to her new role, Oropesa was Executive Vice President of Programming with a focus on business development, company culture and marketing. One of the many impactful initiatives she has created is the company's social responsibility and community engagement division,

BrandStar Cares. Oropesa lives and breathes the culture of BrandStar which has an influence on the talented, high-performance, teams she builds.

"As the newly appointed President of BrandStar Entertainment, I am deeply honored and enthusiastic about the journey ahead. With a dedicated team and exceptional show properties, I am committed to leading us to new heights of success," adds Oropesa. "Our focus will not only be on delivering outstanding programs, but also on nurturing the talents and potential of our team members. I look forward to the exciting collaborations and opportunities that lie ahead for our company."

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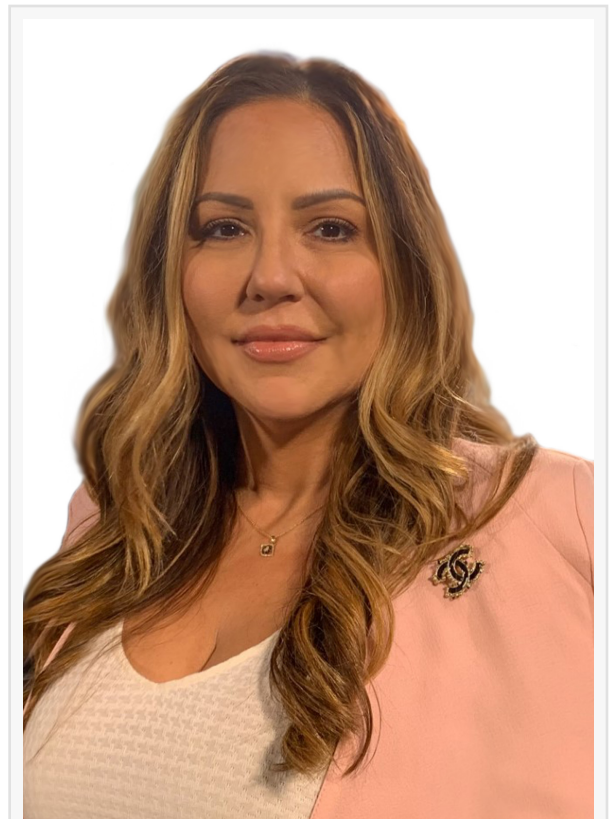
About BrandStar Entertainment

BrandStar Entertainment is renowned for its award-winning television shows, offering companies of all sizes unparalleled opportunities to forge stronger connections with their audiences. Whether opting for our custom branded integrations on our national and local television shows, leveraging our digital services to deepen your connection with your audience, or partnering to build 'something bigger' together. Content is king at BrandStar Entertainment, no matter the platform.

About BrandStar

BrandStar is a fully horizontally and vertically integrated production, marketing, public relations and digital agency. We offer everything you would find at a full-service marketing firm, but with a twist – our focus is on positively impacting people's lives. Fueled by the collective passion of entrepreneurs, creatives, technologists, and thinkers, we pride ourselves in being Marketing Matchmakers – connecting people with brands to do life better. Utilizing a combination of creative storytelling, marketing strategy, results-driven media, technology innovation, and unrivaled television production capabilities, we've succeeded in giving startups a national footprint, and national companies a global one. For additional information, visit www.brandstar.com.

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Nicole Oropesa, President BrandStar Entertainment

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