

# Entrepreneur Leadership Network Member Merilee Kern, MBA Debuts 'Elevating Brand Credibility' Article

*Many entrepreneurs turn to PR only when they want immediate results, but article outlines why strategic visibility is a long game*

FORT LAUDERDALE, FL, UNITED STATES, June 26, 2025 /EINPresswire.com/ -- Merilee Kern, MBA, CEO of [Kern Communications](#) and a 20+ year publicity executive, media strategist, brand analyst and leadership pundit, has officially joined the prestigious Entrepreneur Leadership Network—a community of thought leaders vetted by Entrepreneur Media to contribute expert insights to its global audience. This exclusive program for exceptional entrepreneurs, executives and field experts are selected for their leadership, credibility and ability to educate and inspire the business community.



As part of this exclusive opportunity, Kern's debut article titled "I Spent 20 Years Watching Brands Rise or Fade—This Is What Separates Them" is now available on [Entrepreneur.com](#). The piece outlines five key strategies for building long-term brand credibility—an essential roadmap for founders, marketers, and business leaders navigating crowded, fast-moving markets.

Read the article:

<https://www.entrepreneur.com/leadership/i-spent-20-years-watching-brands-rise-or-fade-this-is/491876>

"For too long, visibility has been treated like a reactionary tactic," says Kern. "My goal with this article—and my ongoing contributions to Entrepreneur—is to help founders understand that

strategic credibility, visibility, brand image and positioning is a key business asset, not an afterthought."

With a rich background in media relations, brand strategy and market influence, Kern has advised, publicized and promoted thousands of brands across industries, earning international recognition for her masterful ideation, results-driven campaigns and forward-thinking media guidance.

As a member of the Entrepreneur Leadership Network, Kern will share regular content focused on brand public relations strategy, media readiness, communications best practices, thought leadership and more to help businesses of all sizes elevate their reputation and visibility.

#### About Kern Communications

Kern Communications, helmed by Founder and Chief Strategist Merilee Kern, MBA, is an international boutique PR, communications, creative strategy

and branding consultancy based in South Florida. With over two decades of experience as a communications strategist, publicist, brand analyst and media contributor, she is widely recognized for her expertise in helping founders, C-suite executives, business leaders, authors, speakers and both companies and brands elevate their visibility, messaging, marketplace relevance and industry authority. Learn more at [www.KernComm.com](http://www.KernComm.com).



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*Merilee Kern, MBA*

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