



For Immediate Release

**The Rodeo Drive Committee announces
new executive leadership to steward iconic fashion thoroughfare into the future**

Kay Monica Rose elected president

**Kiersten Dunn, Kathy Gohari, Chelle Kearney and Mark Tronstein will serve on Executive
Committee**



Rodeo Drive Committee President Kay Monica Rose, photo by Kate Jones, courtesy Rodeo Drive Committee

(Beverly Hills, CA—July 24, 2023) – The Board of Directors of the Rodeo Drive Committee (RDC) announced today the election of **Kay Monica Rose** as president of the Rodeo Drive Committee, effective July 1, 2023. Rose has appointed a team of new and returning officers to the Executive Committee to preserve Rodeo Drive’s legacy and continue the Committee’s mission, established in the 1970s, to advance the iconic street as a leading, international, luxury fashion destination.



The newly-formed Executive Committee, led by President **Rose**, comprises returning Vice President **Kiersten Dunn**, Vice President and former twice-RDC President **Kathy Gohari**, newly appointed Vice President **Chelle Kearney**, and returning Treasurer and former RDC President **Mark Tronstein**.

“At the heart of my vision for Rodeo Drive is the preservation and advancement of an unmatched legacy of exceptional craftsmanship, innovation, and customer service,” said Rose. “With the expertise and commitment of our executive committee and members and the support and guidance of the City of Beverly Hills and city partners, our focus will be to nurture a safe, welcoming and vibrant community and to continue to reinvent the street of dreams.”

The Rodeo Drive Committee was co-founded in 1977 by the “Godfather of Rodeo Drive” **Fred Hayman**. At the time of the Committee’s founding, Hayman was chairman of the Rodeo Drive Association, a consortium of store owners determined to put the street on the world map, and president of Giorgio Beverly Hills, the legendary Rodeo Drive boutique. Among the Committee’s original goals was to promote Rodeo Drive as America’s answer to the glamor of Rome’s Via Condotti, London’s New Bond Street and Paris’s Faubourg St-Honoré, and included a major campaign to attract national and international attention to Rodeo Drive, the boulevard that claimed, at the time, to have the highest concentration and diversity of luxury retail stores in the world. Today, as a result of the dedicated stewardship of the Rodeo Drive Committee, the retail experience on Rodeo Drive remains unparalleled.

Among Rose’s first initiatives as President is **Rodeo Drive Celebrates**, a new annual program conceived by the Rodeo Drive Committee to celebrate the exemplary craftsmanship and creativity in fashion, timepieces and fine jewelry on the legendary street. The program will take place every year over two dedicated weeks in summer and fall. **Rodeo Drive Celebrates Fashion** will take place for the first time from August 7-13, 2023, and **Rodeo Drive Celebrates Timepieces & Fine Jewelry** will follow from October 1-7, 2023. Among the celebratory events and happenings hosted by member boutiques and businesses are collection previews and trunk shows, personalized VIP styling sessions, exclusive product offerings and special in-store invitations.

RDC Executive Committee Leadership

Kay Monica Rose serves as President of the Rodeo Drive Committee and is Managing Director of **Auto Vault** Beverly Hills. Rose is committed to the preservation and advancement of Rodeo Drive’s reputation and legacy as a premier visitor destination and one of the world’s leading, luxury shopping experiences. She served as Vice President of the Committee from 2021-2023.



Rose was born and raised in New Orleans, Louisiana. Her southern roots instilled in her a compassion for community and the strength to advocate for our beliefs.

She moved to Los Angeles in the late 1980s and began her career as a real estate investor. Her eye for detail and her passion for hard work eventually brought her to Auto Vault Beverly Hills, the premier luxury automotive management company, which has operated on Rodeo Drive for the last 40 years providing full-service, elite concierge services tailored to each of its client's needs. For nearly ten years, Rose's professionalism and dedication to each individual client has secured Auto Vault's ongoing record of customer satisfaction. Her commitment to the highest standards of service expands beyond Auto Vault's gates to Rodeo Drive.

Kiersten Dunn serves as Vice President of the Rodeo Drive Committee. She is the Director of Public Relations and Communications at the legendary **Beverly Wilshire, A Four Seasons Hotel**.

She grew up in the South and moved to Los Angeles for college, where she attended Pepperdine University. She fell in love with the quintessential California lifestyle and decided to stay in the area upon graduation. Dunn has worked at Beverly Wilshire for nine years and with Four Seasons Hotels and Resorts for 12 years, having moved away temporarily to work at Four Seasons Resort and Residences in Vail, Colorado, as well as recently assisted with the opening PR efforts of Four Seasons Resort Tamarindo, Mexico.

Dunn brings to the Rodeo Drive Committee's Executive Committee a wealth of luxury hotel experience, as well as skills in public relations and digital marketing. She enjoys curating exceptional moments for a luxury consumer audience and is passionate about ensuring Rodeo Drive not only remains relevant, but leads as an innovator and thought leader in the industry.

Dunn lives in Los Angeles with her husband Tim and dog Mr. Montgomery. Together, they enjoy traveling and trying new, as well as 'tried and true' restaurants.

Kathy Gohari serves as Vice President of the Rodeo Drive Committee. She has been involved with the Committee for more than two decades, serving twice as president from 2021-2023 and 2017-2019. Gohari is a respected luxury expert who holds the positions of Boutique Manager of **Audemars Piguet** on Two Rodeo Drive and President of **KG Relations**, a luxury advisory firm.



She serves as liaison to the City of Beverly Hills and is a member of the board of The Beverly Hills Conference & Visitors Bureau. She entered the world of luxury retail on Rodeo Drive while still in school at the Fashion Institute of Design & Merchandising in Los Angeles. The famed three-block stretch in Beverly Hills has remained a constant in her career for more than twenty years, during which time she held positions at Valentino, Christian Lacroix, Giorgio Armani, and Dolce & Gabbana.

She is the recipient of the 2019 Beverly Hills Proclamation for Civic Duty.

Gohari was born in London, England and spent her early life in Canada and Italy before settling in Los Angeles, California.

Chelle Kearney serves as Vice President of the Rodeo Drive Committee. She is the Store Director at **Celine's** flagship boutique on Rodeo Drive. Kearney is dedicated to fostering community and driving innovation on the historic drive in Beverly Hills.

A true California native, Kearney's love for fashion has been honed through her educational pursuits. She holds a BFA in Womenswear from the School of the Art Institute Chicago and a coveted MFA in Menswear and Textile from Academy of Art University in San Francisco. Her journey in the world of luxury fashion began as a talented tailor, where she cultivated immense respect for the artistry of design and witnessed firsthand the transformative power that fashion possesses.

Kearney cherishes the opportunity to create unforgettable experiences for her clients and the global community that Rodeo Drive hosts. With a deep sense of honor, she strives to develop even greater acclaim for its remarkable community.

Mark Tronstein serves as the Treasurer and is a past president of the Rodeo Drive Committee. He is Managing Director of **Andell Inc.**, a Los Angeles-based private investment firm and family office with global business and investment interests, where he sits on the investment committee, leads the real estate team, and is responsible for all real estate investments and transactions.

Prior to joining Andell, Tronstein was a Director at Broadreach Capital Partners, a private real estate investment firm, where he was responsible for sourcing and executing value-add and opportunistic transactions across all product types as well as distressed debt in the



Southwestern U.S. Prior to joining Broadreach, Tronstein was an investment professional at Morgan Stanley, where he focused on real estate acquisitions in the Western U.S. Prior

thereto, Tronstein was an investment banker focused on general corporate finance and mergers and acquisitions.

Tronstein graduated with a B.A. from the University of Southern California and with an M.B.A. from the Wharton School of the University of Pennsylvania.

Tronstein is a member of the Harvard-Westlake School Alumni Board, where he is a past president. Tronstein is a member of the Board of Directors of the Beverly Hills Chamber of Commerce, where he has served on the Beverly Hills Property Owners Task Force, the COVID-19 Business Support and Recovery Committee, and the Small Business Task Force.

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The Rodeo Drive Committee

The Rodeo Drive Committee was founded in 1977 and incorporated in 1982 as Rodeo Drive, Inc., a 501 C (6) non-profit organization, that provides a forum where its members—consisting of retailers, hoteliers, and landowners—can engage, share a dialogue, and help shape the present and future of the iconic, world-famous shopping destination.

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