



Kassie Smith, *Kassie Smith Lifestyle Group*
VP Las Vegas/Western Region

In 1993 Kassie Smith established Design Center West Inc., and at the same time started her personal path as a diverse entrepreneur and design power house. Kassie Smith built her notoriety by executing her broad range of skills through interior design, architecture, construction, real estate and complete project development. In the same year Ms. Smith opened one of only two "to the trade" interior design showrooms in Las Vegas and then on to two retail boutique designer showrooms. Out of that came projects such as the creation of a hospitality rep group, builder design and sales centers, award winning model homes, large scale governments and hospitality projects and designing for hundreds of luxury residences and national resorts, for an affluent clientele. As a leader Smith has run such organizations as ASID and has brought industry awareness to her peers through creating large scale venues. Her love for mentorship has kept her giving back, to students and up and coming professionals. Kassie's celebrity status grew by being featured in dozens of magazines, becoming a TV & radio host and appearances on national programs such as HGTV. Now also an author, Key note speaker, feature writer, furniture designer and media celebrity, Kassie enjoys her role more than ever as being an overall ambassador to her industry and experiencing more professional growth than ever.



Kassie Smith's career has span over two decades and has evolved to her current company "Kassie Smith Lifestyle Goup". For the last decade she has acted in the design and development roll , helping to build multi million dollar luxury resort vacation homes ,Villas, town's homes, highrise pent-houses , luxury clubhouses and resort facilities. Responsible for design conceptualization, planning, branding, project management and procurement of all FF&E. For luxury resort style master planned communities, Kassie and her team create luxury option packages and award winning sales and marketing centers along with sales models depicting turn key furnished vacation homes. In addition she trains sales and marketing teams on selling upgrades and marketing furnished homes. Because of her level of skill, Kassie became an expert in her field at complete resort design and overall project development of all facilities and implementing a quick and well executed "turnkey" home for the affluent clientele. She understands this level of client and believes in executing a 5 star experience. Clients include developers such as City Center Residential , Intrawest, Centex Destination Properties, Hilton, PGA West and the Master Developer of Lake Las Vegas Resort. To service her large builder clientele, Design Center West Inc. imported and supplied exclusive luxury products to hotels, developers throughout Las Vegas. In the Government Sector, Ms. Smith held a 4 year consulting contract specifying, purchasing and procuring FF&E for large scale projects including the 250,000 sq. ft. city hall expansion project managing a 6 Million Dollar Budget. To add to her rolls, She is also currently in the Luxury Real Estate Market working with international investors .