

# BUSINESS

Winter 24

# MOGUL

5 APPS TO SUPPORT  
DOMESTIC VIOLENCE  
VICTIMS



**HAPPY CORK**  
SHINING A  
SPOTLIGHT ON  
MINORITY  
BRANDS

**DR. HEAVENLY  
UNIVERSITY**  
Masterclass to all  
Things Business

THE  
**GLOBAL GAME  
CHANGER**  
ISSUE

*Empire Builder*

**LISA  
SIMONSEN**

UNVEILING THE BLUEPRINT FOR  
REAL ESTATE SUCCESS



Feature

# KRISTEN CARTER

**CREATING A NETWORK  
AND NET WORTH**

*By Sheria D. Rowe*





# Network **NetWORTH**

In an era where innovation and collaboration drive success, the value of a robust professional network cannot be overstated. We delve into the transformative potential of strategic networking, revealing how it serves as the cornerstone for achieving financial prosperity and personal and professional growth. Kristen Carter, an award-winning television writer/producer, filmmaker, and entrepreneur, embarks on a journey through the intricacies of cultivating meaningful connections.

She has produced for various television's top programs, including HBO Max's *Legendary*, OWN's *Ready to Love*, and NBC's *The Voice*. In addition, Kristen has served as a speechwriter for Viacom executives, including BET's former CEO Debra Lee.

Kristen has a deep-rooted passion for storytelling. In 2007, she founded JazziDreamer Entertainment LLC, now known as Kristen V. Carter Entertainment LLC, a multimedia company specializing in writing, development consultation, and production services. Through the company, she wrote and directed the award-winning short film *First Date*, which airs on Magic Johnson's cable network *Aspire TV*. *First Date* is also showcased digitally on *Kweli TV*.

Most recently, Kristen served as Executive Producer of a cable documentary series about justice-impacted youth who have a second chance at freedom. In 2022, Kristen served as an Executive Producer for the Discovery+ four-part documentary series *Profiled: The Black Man* about debunking stereotypes that Black men in America face in society. The series received special recognition from the Television Academy for social justice content.

Notably, Kristen directed and showran Chase's digital financial literacy series *Hart of It All*, which starred Kevin Hart. Within her dual role as Showrunner and Director, she developed the series format while simultaneously overseeing creative execution from pre-production to post. She enjoys contributing to social impact programming, including the 2019 Facebook live stream event *National Day of Racial Healing*, curated by Ava DuVernay, and the 2020 Virtual Commencement special *Show Me Your Walk: HBCU Edition*, which featured President Barack Obama as the honored commencement speaker.



In addition to entertainment, Kristen is actively engaged in mentorship. She created an empowerment event series entitled *Blessed, Booked and Busy*, an interactive workshop for freelancers and emerging entrepreneurs to catapult their lives and take their careers to the next level. She is also the Head of Community Engagement and Career Development for *HUE You Know*, a production resource group for professionals of color. The organization currently consists of 21,000+ members around the nation in various areas of production.

**Sheria:** What strategies or approaches do you use to identify and connect with key individuals in your industry?

**Kristen:** I enjoy fostering connections because our community is so small, even though it seems quite large! When it comes to creating community, I look for people who are authentic, true to their word, down to earth, and hardworking. You'd be surprised how many

people do not show up with a sense of integrity, so those four qualities are essential for anyone I connect with personally and professionally!

**Sheria:** How do you maintain and nurture relationships within your network over time?

**Kristen:** I love building community and care deeply about creating relationships of value that are mutually beneficial. The key to nurturing all of my relationships is showing care beyond the one moment that we share space.





*"When it comes to creating community, I look for people who are authentic, true to their word, down to earth, and hardworking."*

I check on former colleagues and ask about their families, send holiday greetings, or donate to causes that are near and dear to close connections. I find that it's easy for colleagues and friends to think of each other at the moment - on a job or planning for a particular event - but I make a concerted effort to show that I am thinking of others when there's been physical distance. That level of care helps me keep close connections well beyond the time that we worked together.

**Sheria:** When it comes to building net worth, what financial strategies or principles do you consider most important?

**Kristen:** It took me almost a decade after graduating from college to build a financial strategy that led to me becoming debt-free. I started by saving 15% of my gross income, picking up an extra source of revenue, then increasing to 25-35% gross. I would also encourage looking into high-yield savings accounts. These steps changed the game for my financial portfolio, and financial freedom has made my life so fulfilling.

**Sheria:** How do you approach risk-taking and investment decisions to grow your net worth over time?

**Kristen:** I work with a financial advisor to continually increase my risk-taking decisions. I am a conservative investor and very thankful that, with advisement, I have grown to take more risks.



*The key to nurturing all of my relationships is showing care beyond the one moment that we share space.*