

# Kennedy Anderson

Eyes Blue/Grey

Instagram

Young entrepreneur Kennedy Anderson has a few tattoos - which isn't unusual in itself - but one of the most significant is the tally symbol on the inside of his left arm - currently standing at six; the number of businesses he has founded since he was 15 years old.

A creative by trade, conceptualising innovative new products and services has been at the heart of everything Kennedy has done since he was still in high school. His first business, as a family and wedding photographer, took off at an age when most teenagers are studying for their NCEA; it proved to be a solid launchpad for his entrepreneurial flight path.

Now a creative director at one of Australasia's fastest-growing marketing agencies, Glass Elephant, Kennedy underpins everything he does with the principles of positive energy, accountability, and integrity - values he had instilled in him from childhood. It is these qualities that also helped him secure a spot on the 2021 TVNZ reboot of The Apprentice Aotearoa, where his leadership skills came into sharp focus in front of thousands of viewers.

Kennedy credits his passion and willpower to his very driven parents, who raised him in Waiuku (South Auckland) while running their own businesses, so he was exposed to the enduring commitment it takes to ensure a company flourishes. Even as a young child, Kennedy would tell his parents he wanted to be a CEO!

Armed with big dreams and goals, Kennedy moved to Auckland aged 18 to begin studying industrial design. He quickly found his tribe, surrounding himself with business mentors and partners who could guide him through the start-up process, and put his plans into action.

Utilising his photography and marketing skills, he established



*outspoken*

social media management and content creation agency, Kollab. This was followed by a tooth whitening service, The Whitening Co, which began as an eCommerce business, but due to its success Kennedy was able to launch two bricks and mortar stores in rapid succession.

By 22 he was able to buy his first house, which led to another passion of Kennedy's – he and partner Oliver have discovered they have a keen eye for homewares and interior styling since settling in their contemporary haven in north-west Auckland.

Throughout his rapid ascent as a young business mogul, Kennedy has maintained a “pay-it-forward” mentality - a commitment to elevating those around him by supporting young Kiwis to make their aspirations a reality, using all resources available to them.

Outside of his own businesses, he continues to collaborate with world-renowned brands and talent, which over the years has included Disney, New Balance, HP, Converse, Subway; and locally - Air New Zealand, Hallensteins, Farmers, Status Anxiety and Triumph & Disaster.

“I love creating work that makes people go ‘wow,’ but that they can also relate to - finding that happy medium between the two has always been a special talent of mine,” says Kennedy.

Looking to the future, Kennedy's upward trajectory shows no sign of slowing; he is focused on long-term partnerships with businesses who prioritise delivering premium content to engaged audiences who are seeking to be motivated and inspired.

Luckily Kennedy has more free space on his inner left arm, the tally is sure to grow!