



Kassandra Castillo Cruz

The Stone Soup Leadership Institute's Brand Manager & Event Coordinator

Kassandra is a successful entrepreneur who loves to inspire young people to pursue their dreams. When she was 14 years old, she served as youth delegate to the Institute's first Sustainability Summit and was a founding member of the Vieques Youth Leadership Initiative (VYLI). Kassandra helped develop VYLI's Entrepreneurship Initiative. [VYLI Press](#)

After a successful modeling career and graduating from business school, Kassandra became the first employee for the startup company Rebag.com. She moved with the company to New York City in 2014, where it is now a \$5 million enterprise. Kassandra worked as Director of Operations at Rebag.com, where she led fulfillment, quality control & customer support teams. There she also worked as Director of Training & Development among other roles where she greatly contributed to the success of the company. Kassandra has had many roles with the Stone Soup Leadership Institute: Faculty for Institute's Sustainability Summit and Workforce Development Training with the Institute's initiatives in Hawaii, Martha's Vineyard and Holyoke, Massachusetts. She led the Institute's group of youth volunteers for Hillary for America on Martha's Vineyard. She worked the Job Shadow Day Initiative & led an Entrepreneurship Training in partnership with Girls Inc. and then coordinated the Fashion Week Field Trip.

Kassandra is one of the 100 people featured in the *Stone Soup for a Sustainable World: Life-Changing Stories of Young Heroes* and the *Stone Soup Climate Education Curriculum*. [link](#)

[Kassandra's Spotlight](#)

Kassandra is now the jewelry designer and owner of "Kavani Studio" and owner of "Kas Digital Services" where she offers digital services to female owned small businesses and helps them navigate the business world to make their entrepreneurship dreams a reality.

[Kas Digital Services](#)

[Kavani Studio](#)

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