

# Stars in her eyes

How **Kerrin Black** has simplified the process of finding talents for film and advertising

BY RYADH KARODIA



## Black advises female entrepreneurs to stay firm on their path, regardless of how crazy they—or others—may think they are.

me with their stories of great challenges and risk taking. They have created multibillion-dollar companies from little more than an idea, and are recognised as the world's greatest leaders of today. Their pushing of boundaries and admirable persistence are such remarkable qualities."

Talent Finders also focuses on educating talents on the significance of investing in themselves through the successful branding and marketing of their skills, and positions itself as an ideal

platform for doing so—regardless of how far into a career the talents may be. "This is a challenge, because many talents out there don't realise that they are offering a service in the form of their skills, which is essentially a business. All businesses need good marketing," Black says.

The Talent Finders platform is user-friendly and can be updated easily at any time. Each user is

able to promote multiple skills on their profile, offering them an affordable and convenient option to market all their skills at the same time. Black explains, "By creating a direct line of communication between the talent seekers and the talents they're searching for, Talent Finders makes it possible to eliminate unnecessary

talents who already have a successful career in the industry but with the desire to market themselves further." The website also carries an auditions notepad where talents can find suitable opportunities that match their profile.

Black credits her success as a businesswoman to her exposure to entrepreneurship while working at the family company, as well as the world's most successful and creative people in business, including Oprah Winfrey, Steve Jobs and South African-born entrepreneur and inventor Elon Musk. "Each of them has inspired

**Market yourself**  
Black focuses on how to invest in themselves, as their skills are a service and, essentially, a business. "All businesses need good marketing," she says.

writers and even business coaches, among others. The website allows these talents—both agency-represented and freelance—to create a comprehensive profile detailing their skills and experience. Talent seekers registered on the website are able to view the profiles and contact the people required.

"There are many undiscovered talents who often don't know where to start marketing themselves," Black says. "The platform is useful for both talents who are new to the industry and looking for opportunities that match their skills, as well as

business, which is how Talent Finders came about."

Talent Finders promotes various talents, and connects them—via a user-friendly online platform—with companies seeking their skills. "My vision was to create an online service that provided an affordable and reliable substitute to the existing process for both celebrity and lesser-known talents to market their skills and present their portfolios within the industry, and for talent seekers to have easy access to this," Black explains. TalentFinders.com has since listed actors, dancers, musicians,

"After watching an episode of *Shark*, featuring young Americans who turned their startups into million-dollar businesses, I was inspired to begin my own journey into entrepreneurship right away."

Kerrin Black's dreams of starting her own company began at a young age, influenced by her entrepreneurial father and the family business. She was quick to spot an opening. "When I had freelanced for a film production company, I witnessed at first hand the difficulties of successfully sourcing a suitable candidate for each role, due to the inadequate casting process used at that time. I saw that as an opportunity to start a



**KERRIN BLACK**

**Title**  
Founder, director, Talent Finders

**Hometown**  
Innsbruck, Austria

**Favourite quote?**  
"Life doesn't have to be a game where some people win and others lose. Everybody stands to gain if we work together."

**Favourite book?**  
"The Musk and Bezos Billionaire CEOs of SpaceX and Tesla is Shaping our Future by Ashlee Vance"

**Favourite place to be?**  
New York City

**How do you unwind and relax?**  
Working out, running, and spending time with friends.

**Favourite app?**  
Uber

**On what it means to be an entrepreneur:**  
"To me, being an entrepreneur is about having a just about having a vision or great idea, it's about taking those ideas, acting on them, and turning them into success stories."

markups by various intermediary agencies, which often lead to talents losing out on potential work opportunities. Talent seekers using the platform have a much wider choice of candidates to select from. The search option allows users to specify requirements and can reduce the complex nine-step casting process to a few minutes."

Black had to sacrifice personal income for long periods of time but, together with her experience in the film industry and the family business, she has brought Talent Finders to where it is today. "I often contributed my time and effort voluntarily—and it was all worth it in the end." She advises female entrepreneurs to stay firm on their path, regardless of how crazy they—or others—may think they are. "All of the greatest female entrepreneurs today are those who did not deviate from their journey to success even when they were faced with having to make great sacrifices to get there."

This power entrepreneur is significantly involved in philanthropy, and has founded two of her own charities. "The Faces of Hope foundation aims to provide financial assistance to select cancer patients unable to afford oncology treatment. It also aims to educate the general public on less-common cancers." The second foundation is involved with entrepreneurial upliftment: "Faces of Inspiration provides funding for entrepreneurial development activities, aiming to create a movement for change."

Black's determination to find solutions and get things done in the most effective way has brought her much acclaim in the industry, allowing her to become ever more successful. ●