

Mrs V[®]

SCARLETT VESPA
BIOGRAPHY - 2023

FOUNDER of AGERICH • ADVOCATE FOR AGE POSITIVITY • SPEAKER



THE ALCHEMIST • BRAND COACH & SPEAKER

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biography

Founder of the AGERICH and Mrs V Creative, Scarlett Vespa's incredible passion for personal development and spiritual growth started young. This passion would go on to save her life after losing everything in 2010.

This transformational experience inspired her to create the Mrs V Shift in 2017, a yearly event to give women over 40 a voice. It would lead her to be featured on popular morning talk shows and across media outlets all over the country.

With a media and advertising career spanning over 25 years, Scarlett's journey only underscores her resilience. From working on set with Hollywood heavyweights such as Nicole Kidman and Jack Thompson to being named one of the first female TVC Directors in Australia, Scarlett was never one to allow gender to stand in the way of her success. She would go on to work in corporate advertising with brands such as Disney, David Jones, Westfield including being head of Broadcast for the Commonwealth Bank and generate million-dollar revenues until a shift away from corporate to follow her passion changed everything.

Scarlett runs her successful Brand & Content Agency alongside the newly launched AGERICH, where she offers age positive solutions to those looking to navigate this new world. Whether it be looking for a career change, how to start a business, employees wanting to feel more confident or for spiritualists wanting to discover their intuition, AGERICH has been designed to inspire them through MRS V's one on one Alchemy Sessions, Workshops and Luxury Remedies, which are available to support anyone looking to transform their life.



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short biography

Scarlett Vespa is one of Australia's top brand experts, presenter, speaker, spiritual guide, and advocate for the 50+. With a media and advertising career spanning over 25+ years, her role has adapted from movie magic to career growth advocate. Brand Alchemy is inherent for Scarlett, founding her career in production on set with Hollywood heavyweights such as Nicole Kidman, Meat Loaf and Jack Thompson. Following her intuition, she transitioned from the film industry to produce and direct corporate advertising for clients including Disney, Westfield and David Jones – going on to be named one of the first female TVC Directors in Australia. Later she took on the role of Head of Broadcast for a top Australian Bank (CBA), generating million-dollar revenues, then built a booming creative agency Mrs V Creative & launched AGERICH, an inspirational learning platform offering age positive solutions via her alchemy sessions, workshops, podcast, magazine and luxury products to find their own remedy to success in life.



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