



VIVIENNE WAGNER

FOUNDER HOUNDSTOOTH MEDIA GROUP

The founder of Houndstooth Media Group, Vivienne Wagner has built a boutique digital marketing agency from the ground up. With a focus on luxury realtors, she has worked quietly and behind the scenes with some of the heaviest hitters in Los Angeles real estate, helping them to increase their online visibility and highlight their personal brands.

Q: What were you like as a child?

A: I was always a bit of a tomboy. I loved anything that was sporty or outdoorsy.

Q: How do you define success?

A: It's having happy, healthy relationships. People don't connect with perfection, they connect with authenticity. I love helping my clients showcase who they are as individuals to build their brands. My favorite compliment was from a client who said talking with me was like having a cup of coffee — I made her feel energized and excited about herself and her business. To me, that's a success.

Q: Who do you admire?

A: My dad is a larger than life retired Marine who taught me that character and integrity count above all else, and my mom is the most interesting person I know. Her personal motto is "Nobody has more fun than me!" and I think she's right. The two of them are the perfect combo of how to live life right.

Q: What do you look forward to at the end of the day?

A: I've become a bit of a workaholic, so I really look forward to unplugging in the evening and spending time with my family.

Q: What has been the happiest day of your life so far?

A: The day I married my husband. He was my high school sweetheart and we reconnected at a reunion. (And I would lose mom points if I didn't mention the birth of each of my boys as very happy days, as well.)

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