

Heidi Nazarudin

Blogger-in-Chief at The Ambitionista

As a former investment banker and CEO of a Nasdaq-listed tech company, this is a woman who has had more than a brief fling with success. Heidi learned how to not just dress incredibly chic but also how to make a business out of being smart, strategic and stylish... and helping other women and brands too. The 34-year-old blogger graduated at the top of her class from Mara University of Technology in Malaysia in 2003.

In 2007, Heidi gave up a \$500,000 salary to start a blog that spoke to ambitious workingwomen. She resigned from a comfortable position at a mobile tech company in Tokyo and began ghostwriting for various fashion and beauty blogs. Today, her success has less to do with big mergers and acquisitions and more to do with style, beauty and travel, as she shows women around the globe how fashion can become your greatest business partner.

After seven years of blogging, Heidi Nazarudin has successfully infiltrated the fashion and beauty industry with good content, great branding, smart pitching skills and a killer closet all the while lending a hand to fellow bloggers looking to expand. In 2013, she co-founded a blogger network called Blogger Babes to provide industry insight and business tips to emerging bloggers around the world. She currently works with groups in the U.S., Mexico, Southeast Asia, Latin America and Spain.

Heidi uses her platform as a polished style expert with a strong corporate background to personally connect to her audience.. After officially launching The Ambitionista in early 2013, Heidi has grown the blog to over 150,000 monthly visitors and has Instagram followers over 100,000 alone. She has served as a Style Expert and Brand Ambassador to many brands and companies including Max Mara, Salvatore Ferragamo, Giorgio Armani, Saks Fifth Ave, DVF, Clarins and a host of others. Heidi has proven to the world that blogging is a serious, respected and extremely rewarding business.

She currently resides in Santa Monica, California.

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