

Meet Our Team – Courtney Janssen

Global Lifestyle & Experiential Wellness Strategic Advisor



- **Founder of a Category-Defining Social Movement:** Created **ERA Club**, a pioneering **zero-proof nightlife and wellness-driven social platform**, redefining how modern audiences connect without alcohol and positioning at the forefront of the **“sober curious” cultural shift**.
- **Architect of a New Social Experience Model:** Designed and launched **hybrid wellness + nightlife experiences** that fuse **fitness, music, and community**, addressing a major market gap between daytime wellness events and traditional alcohol-centric nightlife.
- **Multi-City Experiential Platform Builder:** Spearheading the **“Wellness Gone Wild™” six-city tour (2026)**, expanding ERA Club into a scalable national activation platform across major U.S. markets including Florida, Nashville, Colorado, and Texas.
- **High-Growth Community Engagement Leader:** Successfully engaged **5,000+ attendees across curated wellness and nightlife events**, building a loyal, high-value audience aligned with health, identity, and lifestyle-driven consumption.
- **Strategic Brand Partnership Innovator:** Developed **high-impact experiential marketing platforms** attracting premium sponsors in activewear, wellness, beauty, and beverage sectors—delivering **authentic engagement over traditional advertising**.
- **Industry-Recognized Activation Partner:** Positioned ERA Club as an **official partner and activation leader** at major events, including serving as the **exclusive zero-proof bar partner** at large-scale festivals and hosting official after-parties for industry expos.
- **Early Mover in a High-Growth Consumer Trend:** Capitalized on the rapid rise of the **sober curious and wellness-first demographic (ages 23–38 with strong discretionary income)**, aligning ERA Club with one of the most influential lifestyle shifts of the decade.
- **Community-Centric Brand Builder:** Built a **values-driven social ecosystem** centered on connection, movement, and identity—creating a platform where **culture, health, and social engagement intersect at scale**.