# Ryan Reynolds redefines celebrity entrepreneurship with savvy investments and Wrexham revival



Ryan Reynolds, renowned for his role as Deadpool, has made significant strides in the world of business, cementing his status as a formidable entrepreneur. His journey from Hollywood star to business mogul has not only revealed his financial acumen but has also ignited discussions about his place among modern-day business icons, including the likes of Steve Jobs.

The actor's rise in the business realm began following the success of *Deadpool*, which grossed $780 million globally in 2016. While many of his peers were absorbed in securing film roles, Reynolds strategised on how to leverage his fame for more than just acting. He notably diverged from the typical celebrity endorsement route, opting instead to take ownership stakes in ventures that reflected his personal brand.

In 2018, he invested in Aviation Gin, stepping in as both owner and creative director. His injection of humour and astute marketing into the brand has been widely recognised as a game changer. A particularly telling moment of his marketing savvy occurred in late 2019, after Peloton faced backlash over an ad featuring an actress perceived as overly enthusiastic. Reynolds seized the opportunity to create a viral response by launching an advertisement for Aviation Gin featuring the same actress, who was depicted as "drowning her sorrows" with the spirit. This ad not only garnered massive exposure but also showcased his ability to navigate real-time marketing effectively.

The financial outcomes of Reynold's ventures have been notable. Aviation Gin was sold to Diageo for approximately $610 million in 2020. Meanwhile, his investment in the telecom company Mint Mobile also yielded substantial rewards, with its sale to T-Mobile in 2023 for around $1.35 billion marking another victory in his growing portfolio.

In a bold move to diversify his investments further, Reynolds, alongside fellow actor Rob McElhenney, purchased a struggling fifth-tier Welsh football club, Wrexham AFC, in 2020 for $2.5 million. Their ownership was initially met with scepticism, with critics labelling it a mere vanity project. However, Reynolds and McElhenney took an involved approach, focusing on community engagement and club infrastructure improvements rather than adopting a distant ownership style. Their commitment extended beyond financial contributions; they launched *Welcome to Wrexham*, a documentary series that debuted in 2022. This series not only chronicled their efforts but also highlighted the town’s culture, bringing heightened global attention to the club.

Reynolds' initiatives with Wrexham AFC bore fruit when the club won the National League in 2023, earning promotion back to the English Football League after a 15-year hiatus. The revitalisation of the club had noticeable positive effects on the local community, including increased visitor spending and a boost in merchandise sales. This project underscored the notion that genuine connections with communities can yield greater value than traditional business approaches.

Ken Berenger, who authored a viral thread on X (formerly Twitter), articulated that Reynolds represents a significant evolution in the perception of celebrity entrepreneurs. Rather than merely exploiting his fame, Reynolds has cultivated a reputation as a discerning businessman who prioritises marketing innovation, community involvement, and sustainable investments.

As discussions around his potential to be compared to figures like Steve Jobs continue, one thing remains evident: Ryan Reynolds is redefining the paradigm for modern celebrities. His trajectory illustrates that it is possible to harness celebrity status to effect substantial change within the business sector and the communities involved, reaffirming his status as a key player in both Hollywood and the business world.

Source: [Noah Wire Services](https://www.noahwire.com)

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