



PR News' *Top Women in PR Awards*

TUESDAY, JANUARY 23, 2018 | 12:00 – 2:30 p.m. | Grand Hyatt, New York City | #PRNews





Congratulations Dini von Mueffling on being named one of PR News' 2017 Top Women in PR!

"Communication is often the most important for people who have lost their voice. Especially for women, who are often so marginalized. Dini von Mueffling supports and encourages women from all walks of life with myriad experiences to not only speak, but to speak up. Congratulations Dini, and thank you for your endless devotion and support."

-Monica Lewinsky, Anti-Bullying Activist



"We think you are pawesome! Your talent and experience have been invaluable. Congratulations!"

-Joshua Viner, Co-Founder, Wag!



"Congratulations to Dini, for this most deserving award.

Your dedication to our cause, your perseverance to exceed in everything you do and your huge, warm heart continue to positively impact our organization, working together with us to achieve the ultimate goal of saving lives. Thank you for all that you do!"

-Nicole Hockley, Co-Founder, Sandy Hook Promise

Dini von Mueffling Communications is a full-service communications company based in New York.

Welcome!

Keynote Speaker:



MELISSA BERNSTEIN
Co-Founder & Chief Creative Officer



Melissa Bernstein is the co-founder and chief creative officer of Melissa & Doug, the global toy company committed to igniting imagination and a sense of wonder in all children so they can discover themselves, their passions and their purpose. Bernstein, a graduate of Duke University, credits her creativity to a childhood of boredom, relying on only her imagination to fill the blank canvas—with magic. Concerned this generation of children is missing out on the kind of unstructured downtime that enables them

to find their passions and purpose through exploration, Bernstein is leading a movement to Take Back Childhood. A mother of six, she dreams of a day when kids are free from overscheduling, undue pressure and digital distractions so they may develop into free thinkers and realize their full potential.

Bernstein lives in Westport, Connecticut, with her husband (and co-founder), Doug, and their family.

Guest Presenter:



ANGELA ALFANO
Senior Communications Manager
Tough Mudder, Inc

PR News Presenters:



SETH ARENSTEIN
Editor



JERRY ASCIERIO
Executive Editor



STEVE GOLDSTEIN
Editorial Director



SOPHIE MAEROWITZ
Senior Content Manager



SAMANTHA WOOD
Assistant Content Manager



KRISTINA ADAMSKI

VP, Corporate Communications
Nissan North America

In the last year, Kristina Adamski has been influential in driving Nissan's earned media share of voice across North America, ranking in the top four among comparable manufacturers; she also helped Nissan become the fastest growing auto brand in the U.S.



RACHAEL ADLER

*EVP, Business Development
& Client Services*
CooperKatz & Company

Under Rachael Adler's strategic leadership, strong media coverage was gained for key Lead2Feed announcements, building its reach among core audiences.



JODI AMENDOLA

CEO & Founder
Amendola Communications

With Jodi Amendola leading the charge, Health Catalyst was able to significantly increase lead generation and conversion through expanded website traffic and organic social media outreach.



ANGEL ARISTONE

SVP, Communications
iHeartMedia

In the last year, Angel Aristone's strategic planning and execution resulted in iHeartMedia receiving more than 15 billion media impressions and \$144 million in publicity value.



LISA ASTOR

SVP
PAN Communications

Lisa Astor was an integral part of a targeted media campaign for PAN client Fuze that amplified its rebrand and repositioned the company at the forefront of enterprise voice, video and collaboration innovation; in all, the campaign tallied 38.9 million total impressions from earned media.



DAWN BEAUPARLANT

Chief Client Officer
WE Communications

In an effort to show in-flight technology from Honeywell that is only available on a Boeing 757, Dawn Beauparlant helped create a global media tour with a Boeing 757 that resulted in Honeywell securing \$11 million in new business.



AMANDA BERENSTEIN

Managing Director
Weber Shandwick

In less than two years, Amanda Berenstein managed to shake up the PR landscape south of the border by introducing Weber Shandwick into the Mexican market. Some of the trends that she introduced include integrated strategies that encompass earned as well as paid and owned media.



KATHY BLOOMGARDEN

CEO
Ruder Finn

Kathy Bloomgarden is truly the heart and soul of Ruder Finn. She sets the gold standard at the agency, instilling a constant global mindset, integrated and creative approach, laser focus on client service and passion for growth and learning.



AMANDA BRINKMAN

Chief Brand & Communications Officer
Deluxe Corporation

With Amanda Brinkman leading the way, the Small Business Revolution - Main Street series was the No. 1 lifestyle show on Hulu in 2016 and was named by Inc.com as one of the top 9 shows entrepreneurs should watch in 2017.



Congratulations Kristina Adamski

A Top Woman in PR by PR News

Nissan North America thanks you for your tireless commitment, proven leadership and strategic communications vision.





MAUREEN BYRNE

*General Manager, New York
KYNE*

In Maureen Byrne's two-year tenure at KYNE, she has helped KYNE grow from a boutique agency to a small firm, with 98% in revenue growth. She has also played an integral role in the expansion of the New York office, which has grown from a team of 15 to more than 20.



ADRIENNE CHANCE

*Director of Corporate Communications
Topgolf*

Adrienne Chance has established a Quick Connections team that responds to moments in pop culture that reinforce Topgolf's brand purpose of connecting people in meaningful ways; that strategy led to national earned media coverage for a mass wedding event for 17 couples.



CARMEN COLLINS

*Social Media Lead
Cisco*

Carmen Collins has become an industry thought leader with serious frequent flier miles, speaking about employee engagement and the power of Snapchat for B2B brands at LinkedIn's Talent Connect, the 2017 Social Shake-Up and at several PR News conferences.



AMY COLTON

*EVP
Current Marketing*

Amy Colton is a key contributor to Current Marketing's 13% revenue growth. For Radio Flyer's 100th anniversary, Amy planned a strategic pulse of creative activations. She helped the anniversary campaign earn more than 733 million impressions.



JENNIFER CONNELLY

*CEO
JConnelly*

With Jennifer Connelly at the helm of the PR effort, the Damon Runyon Cancer Research Foundation's 9th Annual Damon Runyon 5K at Yankee Stadium saw a 963% increase in coverage from 2016—the most press it's seen since its inception eight years ago.



KEYANA CORLISS

*Senior Manager, Public Relations
Tableau*

When Tableau switched to a subscription pricing model in 2017, Keyana Corliss helped leverage an exclusive CEO interview with Bloomberg magazine and strong talking points into 60 well-positioned pieces and coverage in publications like Bloomberg, GeekWire, Seattle Times, Fortune and CIO.



BOBBY D'ARCY

*Director, Corporate Communications
Teradata Corporation*

Under Bobby D'Arcy's leadership, Teradata was named a leader in six key analyst reports, organized and executed a successful media day attended by targeted analysts and influencers and led the strategy and media launch for Teradata IntelliCloud, a packaged service that expands hybrid cloud options.



JENNIFER "JJ" DAVIS

*VP, Global Communication
Dell*

With Jennifer "JJ" Davis leading the way, Dell's participation in the 2017 Consumer Electronics Show generated more than 1,477 total articles, which was a 179% increase over 2016, and gained 22% of collective share of voice year over year.



LAUREN DAY

*VP, Head of Communications
Prudential*

Thanks to Lauren Day's multifaceted campaign that launched her company's global asset management brand, Prudential was rated #1 among the top 50 Asset Management companies in social media last year by Brand New Media Group and Northwestern University.

PR NEWS UPCOMING EVENTS & DEADLINES

1

JANUARY

Crisis Management
Webinar

21

FEBRUARY

Media Relations
Webinar

22-23

FEBRUARY

The DigiComm Summit
Huntington Beach, CA

2

MARCH

Agency Elite Awards
Entry Deadline

20

MARCH

CSR & Nonprofit
Awards Luncheon

20

MARCH

Advanced Writing
Workshop

17-18

APRIL

Measurement
Conference
Philadelphia, PA

4

MAY

Platinum PR Awards
Entry Deadline



LAUREN DE LA FUENTE

VP, Marketing & Communications
Boingo Wireless

Lauren de la Fuente's brand-building and awareness campaigns helped Boingo's stock price hit an all-time high in August 2017, up 145% from August 2016.



CARRIE DEVRIES

Account Supervisor & Agency Partner
DEVENY

Carrie DeVries led the strategic approach for a campaign for the New Orleans Convention and Visitors Bureau, and in the last fiscal year, DEVENY placed 116 stories for them equaling over 1 billion impressions.



YVONNE DIAZ

*Director, Global Media Relations
& Social Media*
EY

Yvonne Diaz helped make EY a big part of the conversation on International Women's Day, as her efforts resulted in over 29 million impressions of EY/International Women's Day content, highlighting her company's commitment to gender parity.



CHRISTINE DIBARTOLO

Managing Director
FTI Consulting

Christine DiBartolo's thoughtful approach to client challenges and the counsel she provides executives has enabled her to forge trusted, long-lasting relationships with her clients and colleagues and has positioned her as a go-to resource. She brings this same level of thoughtfulness and passion when it comes to developing her team.



ASHLEY DOS SANTOS

Director, Communications
Ticketmaster

Under Ashley Dos Santos' leadership, Ticketmaster launched Verified Fan, which removes bots from the ticket-buying process; the PR campaign was a huge success, resulting in 2.2 billion impressions and over 90% exact message resonance.



KIMBERLY EBERL

CEO & Founder
Motion PR

When Kimberly Eberl was asked to personally work on behalf of the investors who purchased the Chicago Sun-Times, her PR efforts resulted in over 213 million impressions with national and local reach. Key placements included the New York Times, USA Today, Associated Press and Reuters.



MÓNICA ECHEVERRÍA

*Deputy Director
World Wildlife Fund*

In fiscal year 2017 Monica Echeverria, who leads WWF's public engagement with Hispanic audiences in the US, increased traditional media coverage by 24%.



THEKLA EFTYCHIADOU

*Senior Director, U.S. Technology Practice
Burson-Marsteller*

Thekla Eftychiadou played a huge role in rebuilding Burson-Marsteller's technology practice after the loss of two major clients. Thekla was a key strategist and helped lead the practice's transformation journey.



MICHELE EHRHART

*Director, Communications
FedEx Freight*

When FedEx Freight opened a Compressed Natural Gas fueling station in Oklahoma City, Michele Ehrhart led her team on a campaign that involved social media strategies and traditional pitching, ultimately achieving over 86,000 social impressions and a variety of news placements.



**You're always tops to us Lauren!
Cheers on being named one of
the Top Women in PR.**

FROM YOUR FRIENDS AND FAMILY AT BOINGO

PR News' *Top Women in PR Honorees*



SARAH EVANS

Partner
J Public Relations

Sarah Evans led the PR strategy surrounding the grand opening of The Shore Club in Turks and Caicos. She and JPR confirmed top publications to visit the property including Travel+Leisure, Conde Nast Traveler, Departures, Robb Report, amNY and Upscale Magazine, resulting in 458 million impressions.



LIZA BURNETT FEFFERMAN

SVP, Communications
Viacom/MTV, VH1 + Logo

Liza Burnett Fefferman led last year's Emmy campaigns for "RuPaul's Drag Race" and "Martha & Snoop's Potluck Dinner Party," which garnered an unprecedented eight Primetime Emmy nominations, the most in VH1's history.



JULIE FREEMAN

EVP
NJF, an MMGY Global Company

At NJF, Julie Freeman leads the development of programs that are disruptive and reflect a true partnership with her clients. Challenging her teams to think beyond impressions and "likes," Julie is the chief storyteller and cultural officer at a growing enterprise that has tripled in size over the past year.



JOHANNA FUENTES

EVP, Corporate Communications
Showtime Networks Inc.

With Johanna Fuentes' PR guidance, Showtime was honored with 15 Emmy nominations, including nods for Liev Schreiber, William H. Macy, Hank Azaria, Mandy Patinkin and for the Election Night special from Stephen Colbert.



TIFFANY GUARNACCIA

CEO & Founder
Kite Hill PR & Communications Week

With founder and CEO Tiffany Guarnaccia at the helm, Kite Hill PR has once again expanded exponentially over the past year, with 100% growth in both clients and staff.



ALLISON HALEY

Managing Director
CLS Strategies

Allison Haley was critical to the success of Airlines for America's #WhyWeFly campaign, helping to capture the most compelling stories from real people and leveraging them on social media for maximum engagement.



LISA HANNUM

President & CEO
Beehive Strategic Communication

Lisa Hannum and Beehive Strategic Communications helped build big buzz for the University of Minnesota Masonic Children's Hospital, which underwent significant renovations to its Birthplace, Neonatal Intensive Care and Maternal Fetal Medicine units.



LAURA HEISMAN

VP, Corporate Communications
Citrix Systems

With the Digital Worker Campaign, Laura Heisman and Citrix explored the views of workers in Latin America when it comes to mobility, security and devices; in all, Citrix secured more than 200 articles in Latin American media and 72 press interviews.



CATHERINE HERNANDEZ-BLADES

Chief Brand & Communications Officer
AFLAC

By championing CSR's importance in driving business objectives for Aflac, Catherine Hernandez-Blades improved its Reputation Institute RepTrak pulse score—the gold standard of corporate regulation management—by a statistically significant 3.4 points.



REINA HERSCHDORFER

Marketing Director
Caesars Entertainment

A few years ago, there was limited awareness surrounding the meetings industry, even though it is a \$280 billion industry, bigger than both the fashion and automobile industries. Reina Herschdorfer has brought light to the silent industry of meetings and events.



JOLIE HUNT

CEO
Hunt & Gather

Hunt & Gather is the PR agency for Rihanna's renowned Clara Lionel Foundation, and CEO Jolie Hunt and her team are leading PR efforts that resulted in well over a billion media impressions in 2017 alone.



SAMANTHA JACOBS

Founder & President
Hemsworth Communications

Through traditional PR, partnership development and integrated marketing, Samantha Jacobs' Hemsworth Communications generated more than 450 million impressions over the last calendar year for Best Western's loyalty program, Best Western Rewards.



STACEY JONES

Managing Director, Global Media Relations & Corporate Marketing
Accenture

Under Stacey Jones' leadership, Accenture's annual celebration of International Women's Day has grown over a decade into one of the company's signature efforts to engage its people, clients, recruits, alumni and influencers, and underscores its position as a leader in gender equality.



JANICE KAPNER

EVP, Communications & Community Engagement
T-Mobile

Janice Kapner led the way on T-Mobile's Un-Carrier Next campaign, which contributed to impressive results in 2017, including \$10.2 billion total revenues in the second quarter, up 10%, and leading the industry in growth for 16th time in the last 17 quarters.



HEATHER KELLY

CEO
SSPR

With Heather Kelly's strategic guidance, SSPR significantly increased management platform Reflektive's influencer engagement, press release cadence and tier one media placements, and Reflektive now leads the sector in share of voice.



KATHLEEN KENEHAN

Founder & CEO
Henson Consulting

Kathleen Kenehan's Henson Consulting has coordinated and executed 11 distinctive programs since September 2016 for its client Dairy Farmers of America, resulting in a total of 118.1 million impressions.



SUSAN KENNEY

Associate Director, Area Communications
KPMG LLP

Sue Kenney utilized her creativity and skills to successfully obtain local media coverage for the Philadelphia KPMG Family for Literacy event, helping to solidify KPMG's image as a pillar in the corporate community.



RITA COOPER LEE

EVP, Communications & Publicity
WGN America & Tribune Studios

Rita Cooper Lee's creative delivery of public relations and promotional campaigns have helped push WGN America to record-breaking ratings and reposition the network as a formidable player in the scripted television arena.



ANITA LISKEY

*Managing Director, Corporate
Marketing & Communications
CME Group*

With Anita Liskey in the driver's seat, CME's "Wake Up to Futures" campaign has attracted more than 36,000 new retail customers to CME Group markets, generating more than \$18 million in incremental revenue in the first half of 2017.



SUSAN LOMAX

*Head of Communications & Content
Source Cincinnati*

Susan Lomax helped secure more coverage for Cincinnati in 2017 than the last two years combined, with content published in top national outlets such as the New York Times, Wall Street Journal, Travel & Leisure, Conde Nast Traveler, CNN Travel, USA Today, Politico and more.



JANICE MAIMAN

*EVP, Communications, PR & Brand
AICPA*

When the Association of International Certified Professional Accountants was formed, Janice Maiman oversaw a successful global campaign across social, digital and earned media channels to invite 650,000 members and other stakeholders to experience the new brand.



GETTING TO EQUAL

Congratulations to our very own Stacey Jones and all of the award recipients on their inclusion in PR News' Top Women in PR.

At Accenture, we believe that the future workforce is an equal one, and we're committed to achieving a gender balanced workforce by 2025.

[accenture.com/gettingtoequal](https://www.accenture.com/gettingtoequal)



PR News' *Top Women in PR Honorees*



LAUREN MAURO

*Consumer PR & Influencer
Relations Manager
Dell*

Lauren Mauro led multiple campaigns for Dell's XPS product line, seeding 59 influencers, with over 14 million combined social followers, with XPS products. To date, there have been over 100 social posts with over 2 million total reach and impressions.



ROSEMARY MERCEDES

*EVP, Chief Communications Officer
Univision Communications*

With Rosemary Mercedes at the wheel, coverage of Univision's 2017 Upfront presentation garnered over 120 media placements from trade and business press, including AdWeek, AdAge, Variety and The Hollywood Reporter.



BARBARA MORENO

*Executive Director, Communications
San Diego Convention Center Corporation*

When the San Diego Convention Center received a \$25.5 million loan for the financing of the largest series of upgrades in its nearly 30-year history, Barbara Moreno and her team developed a microsite that has informed the public and media in a transparent manner.



NISHA MORRIS

*Executive Director, Public Relations
Providence St. Joseph Health*

Nisha Morris orchestrated Shop with Your Doc, a unique public health campaign that placed doctors and health care experts in the grocery store to provide advice; in all, the effort was a big success, garnering 11.5 million impressions.



LAURA NEAL

*SVP, Communications
PGA TOUR*

Laura Neal coordinated the extensive PR efforts for the 12th Presidents Cup, generating significant coverage for the biennial international golf event in September 2017.



PATRICIA (TRISH) NIEMANN

*Director of Corporate Communications
Cable ONE*

When Cable ONE launched WiFi ONE, Trish Niemann created a week-long social media contest that reached over 100,000 people in which customers could participate in "scavenger hunt" contests to find answers on the WiFi ONE microsite and by watching WiFi ONE commercials.



JILL NOTINI

*VP, Communications & Marketing
Association of Home Appliance
Manufacturers*

Jill Notini has been instrumental in the development and promotion of consumer safety campaigns like the Do Your PART awareness campaign to prevent range tip-over accidents, the Recipe for Safer Cooking and campaigns to promote electric heater and clothes dryer safety.



MOLLY O'NEILL

*Managing Director/SVP
Hill+Knowlton Strategies*

With Molly O'Neill heading up an influencer strategy, Lee's Dream Jean was featured on Good Morning America in September 2017 and received a glowing review, which led to Lee selling 100 times more Dream Jeans the day of the segment.



AMY PALCIC

*Senior Director of Communications
Houston Texans*

Led by Amy Palcic, the Houston Texans public relations staff was a recipient of the 2017 Pete Rozelle Award—the most prestigious honor a public relations department in the NFL can receive.



THUMBS UP LAURA NEAL!
YOUR PGA TOUR FAMILY
IS PROUD OF YOU!





CHRISTINE PARK

*Head of Edelman Digital Korea,
Executive Director*

Edelman Korea's Brand & Digital Practice

With Christine Park at the helm, Samsung's Global Newsroom garnered a near 50% growth in referrals by major media in the first half of 2017 compared to the same period in 2016.



CHRISTINA PEARSON

*Senior Director of Public Relations
Microsoft*

Christina Pearson led the successful planning, execution and media efforts for Microsoft's D.C. TechFair in June 2017, where Microsoft promoted innovation policy in the Washington, D.C., area.



JOLENE PEIXOTO

*Director, Corporate Communications
JDA Software*

With Jolene Peixoto leading the way, JDA Software's annual global customer conference FOCUS netted a total social reach of 165,400—a nearly 50% increase year over year in social engagement.



SUZANNE PEREZ-BERNAL

*Principal
ANDER & Co*

When Chicago-based Magellan Development Group launched its first 400-unit multifamily project in the lifestyle neighborhood of Midtown Miami, Suzanne Perez-Bernal led the overall PR campaign, which garnered 50% building occupancy within six months, surpassing lease projections by Magellan.



ANNIE PERKINS

*SVP
SHIFT Communications*

In 2017, Annie Perkins led a global, viral guerrilla marketing activation for McDonald's Big Mac ATM, whose #BigMacForThat hashtag generated a whopping 141 million impressions.



JULIA PHELPS

*SVP, Communications & Culture
Viacom*

Julia Phelps helped lead the well-received overhaul of Viacom's approach to the 2017 advertising upfront, which centered on a series of intimate gatherings at its headquarters that allowed advertisers to engage in constructive, candid conversations with company leadership.



CONNIE PILOTO

Manager, Communications
Oncor Electric Delivery

When Oncor developed a proactive customer communication tool called, "My Oncor Alerts," Connie Piloto was crucial to rolling it out, and in only three months of PR and advertising, Oncor saw an increase in program signs up of more than 75,000 new customers.



MARIA PIS-DUDOT

SVP
Newlink

When a Latin American bank was rumored to have partaken in a money laundering scheme, Maria Pis-Dudot developed a first-response strategy aimed at reassuring stakeholders & preparing employees for questions; a nationally representative brand perception and preference survey concluded that the issue had negligible impact on customer purchasing decisions.



MARIA POVEROMO

VP, Communications
Adobe Systems

Leveraging the 25th anniversary of industry leading video editing tool Premiere Pro CC, Adobe, led by Maria Poveromo, partnered with Imagine Dragons to launch Adobe Premiere Pro "Make the Cut," the first-ever global fan-sourced music video editing competition.



AMANDA PROSCIA

Managing Director & Co-Founder
Lightspeed PR

With co-founder and managing director Amanda Proscia at the helm, Lightspeed PR currently serves a roster of more than a dozen clients with a team of 22 professionals and annual billings of over \$1 million dollars.



JENNIFER RISI

Worldwide Chief Communications Officer
Ogilvy

Jennifer Risi led the strategic communications program to reset Chemours' media narrative to help revamp its brand profile and drive financial growth through a targeted media strategy to identify key influential journalists who would allow Chemours to tell the story about its background and path forward.



ANNE ROBERTS

Senior Manager of Corporate Strategy & Executive Communications
GM Communications

Anne Roberts' targeted and strategic approach, which involves "old school" relationships and storytelling merged with "new school" data and analytics, has resulted in double-digit increases in opinion for GM and increases in net momentum for all of its product brands.



BETH RODEN

*Global Head Corporate Communications
Crop Science, a division of Bayer*

Beth Roden created the "Future of Farming Dialog," a global multi-day media event to share what Bayer is doing to provide solutions for growers and provide a platform for dialogue. The first event was a big success as global visibility aggregated to over 100 million potential contacts.



LORI SCHOLZ

*Manager, Public Relations
Hyundai Motor America*

Lori Scholz led the way as Hyundai Motor America introduced its first dedicated platform green vehicle, Hyundai Ioniq. A media relations campaign targeted automotive and lifestyle media to reach new car buyers and their networks to help influence brand awareness and consideration.



KATE SHIELDS

*President
Vault Communications*

To celebrate Thomas' English Muffins 135th anniversary, Kate Shields conceptualized and executed a national recipe competition called Thomas' Breakfast Battle, which resulted in 61.6 million impressions.



MARY SIMMS

*CEO & Founder
The Mary Simms Public Relations Agency*

Mary Simms launched her signature PR training and implementation course, 10 Weeks to Media Mentions that Convert, in April 2017. Beginning with a free online course, 5 Days to Media Mentions, Simms increased her brand influence, email subscribers and social media followers by 1,000%.



KELLY SINATRA

*Head of Public Relations
Benjamin Moore*

Working on behalf of Benjamin Moore, Kelly Sinatra helped the brand garner more than 8.7 billion impressions via 1,600 unique earned media placements, a 20% increase year over year.



LORI STEELE

*Community Educator
Louisiana Organ Procurement Agency*

When a donor father who lost his daughter in January 2017 biked from Wisconsin to Louisiana to meet the man who received his daughter's heart, Lori Steele helped turn it into a way to inspire others to think about organ, eye and tissue donation; and the Facebook Live of the meet went viral with over 100 million views.



SUSAN STIPA

President
McDAY

Susan Stipa leverages her unique background as a chemical engineer to deeply appreciate and capitalize on her clients' strengths, regularly achieving cover story status for them. She built her strong relationships inside the pharmaceutical industry, both on the editorial and the subject matter expert side.



CARLY TATUM

Corporate Responsibility
Communications Lead
Dell

Carly Tatum led the PR push as Dell's Ocean Plastics Packaging initiative was launched. The campaign raises awareness and understanding of global environmental challenges posed by ocean plastics and highlights the role businesses and individuals can play in confronting the problem; in all, the campaign has resulted in a social reach that has exceeded 20 million.



KRIS TREMAINE

SVP
ICF

Working with the Federal Emergency Management Agency, Kris Tremaine and her team established and launched America's Preparathon!, a national community-based disaster preparedness campaign; over the past year, ICF's involvement in this action-based campaign resulted in over 20 million online registrants in preparedness activities.



Hyundai Motor America congratulates the 2018 PR News' Top Women in PR including our very own

LORI SCHOLZ

Manager,
Public Relations

for her exceptional leadership, dedication and achievements.



Better
drives
us



The DigiComm Summit

Feb. 22-23 in Huntington Beach, CA

NEXT-LEVEL THINKING AND CONNECTING FOR DIGITAL COMMUNICATORS

PR News has programmed the DigiComm Summit on Feb. 22-23, 2018 in Huntington Beach, CA to give you deep dives AND a wide breadth of subjects, led by the smartest and most generous communicators out there. You'll get case-study presentations, fun networking opportunities (wine tasting and yoga to name a couple), hands-on workshops, practical advice and how-to's AND golden Pacific Ocean sunsets.

Full Page House Ad

DIGITAL SUMMIT SESSIONS INCLUDE

- Why Using Paid Social Within a Communications Strategy Makes Your Brain Hurt...and How to Finally Get Relief
- Interactive Clinic: No More ROI Nightmares—How to Shift Your Measurement Strategy From metrics to Insights
- Brand Storytelling Strategies That Will Help Journalists Get the Sensational Clicks They Need
- Interactive Clinic: How to Manage an Escalating Crisis in Real Time
- Dynamic Dashboards: How to Build a Real-Time Communications Measurement Center

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Register today at www.prnew.se/digicomm18

Questions? Contact Jessica Placencia at Jessica@accessintel.com; 301-354-1641.



GLORIA VANDERHAM

*Global Head, Social & Digital Media
Novartis Oncology*

Gloria Vanderham launched Novartis Oncology's Twitter handle @NovartisCancer in September 2016, and since launch, she has helped grow the follower base to nearly 22,000 people, with an average engagement rate of 2.2%, exceeding Novartis' goal of 1.7%.



MEGAN VEGA

*Director, KPMG Media Lab,
Producer & Host
KPMG Studios*

Megan Vega is the face of KPMG Studios and worked to develop the program Special Reports, which strives to help KPMG's people better understand the firm's strategy by covering especially important initiatives in easy-to-digest 2- to 3-minute segments.



CINDY VILAFRANCA

*Communications Lead,
Measurement & Analytics
Southwest Airlines*

Cindy Villafranca is a go-to resource at Southwest Airlines who is also an in-demand external presenter, serving as a thought leader in the world of communication measurement, especially around communication dashboards.



DINI VON MUEFFLING

*CEO & Founder
Dini von Mueffling Communications*

Dini von Mueffling spearheaded the PR strategy for Sandy Hook Promise's nonprofit PSA "Evan." The campaign sought to raise awareness that gun violence is preventable when you know the signs and to promote Sandy Hook Promise's prevention programs; since its release in December 2016, the PSA has generated 2 billion impressions.



HALLY WAX

*Principal & Co-Founder
MIX Public Relations*

Hally Wax leads the MIX team supporting Malwarebytes US and global PR initiatives, and under her leadership, Malwarebytes has become one of the most prominent voices in the media as the foremost expert on ransomware.



KRISTA WEBSTER

*President & CEO
Veritas Communications*

With the Honey Nut Cheerios #BringBacktheBees Grocery Store of the Future campaign, Krista Webster led the way as Veritas created the Grocery Store of the Future—a unique pop-up event that let consumers see exactly how barren store shelves would be if bee populations remain unstable.



KELLY WILLIAMSON

Executive Director, Corporate Reputation
APCO Worldwide

Kelly Williamson's promotion last year to APCO's Global Leadership Team is a testament to her exceptional strategic insights, her business acumen and her willingness to embrace new and bold ideas.



SARAH WILLS

Chief Communications Officer
GE Healthcare

Under Sarah Wills' leadership, GE Healthcare launched its first-ever documentary, "Heroines of Health," which became the company's most viewed video of all time with 3.1 million views and over 1 million engagements from its target audience.



ASHLEY WIMBERLY

Director, Public Relations
Samsung Electronics America

When Samsung recalled its new flagship big-screen smartphone, the Galaxy Note7, after isolated incidents of its battery catching fire, Ashley Wimberly led communications efforts to recall all devices. Ultimately, her efforts were successful, as Samsung recovered 98% of the devices.



VANESSA YANEZ

Head of Worldwide Print Communications
HP

At the 2017 Cannes Film Festival, Vanessa Yanez led the partnership between HP and L'Oreal to generate buzz and drive global awareness of two key HP products: Sprocket and Sprout. Actress and model Ashley Benson posted an earned InstaStory for Marie Claire Magazine, which had 175,000 impressions and a total audience of 18 million.



JENNIFER ZALDIVAR-CLARK

SVP, Corporate Communications
Paramount Network/TV Land/Viacom

Through Jennifer Zaldivar-Clark's leadership, TV Land has substantially boosted its brand recognition, with mainstream and industry media coverage highlighting not only on the critical and viewing success of TV Land's programs, but also the network's ability to consistently generate value for Viacom's advertising partners and other key stakeholders.



ROBIN ZVONEK

CEO
Paragraphs

Robin Zvonek shined on a campaign that sought to reposition Quantum for today's digital marketplace; thanks to her and the Paragraphs team's efforts, the company is marketing new and existing services to a wider client-base, helping their sales team achieve upgraded sales goals.



STRONG LEADS

Viacom is proud to champion strong female leaders across all corners of our business.

Congratulations to these Top Women in PR:

Julia Phelps, Viacom
Liza Burnett Fefferman, MTV, VH1 & Logo
Jennifer Zaldivar-Clark, TV Land & Paramount Network

viacom

BET★

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CMT

colors

COMEDY CENTRAL

MTV

nickelodeon

Paramount
NETWORK

telemundo

telemundo

TV LAND

VH1

