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Margot Sinclair Savell is the senior vice president of global measurement at Research+Data Insights, the research practice at Hill+Knowlton Strategies. She is a regular contributor to *PR News* and in 2015, held the position of AMEC North America co-chair.

Margot has more than 25 years experience in measurement, PR, marketing and journalism in the U.S. and Canada. Her international efforts include strategic planning and analytics for leaders in industries such as consumer, tourism/travel, technology and professional services across the Americas, Europe and Asia. Her expertise has been acknowledged with speaking requests in London, Ireland, Madrid, Canada and the U.S.

As an early adopter of online communities in 1994, Margot tracked issues on websites for health-industry clients and became an editorial manager at AOL.

During her career, she also oversaw content creation, marketing and analytics for major newspapers, cable and broadcast stations at Cox Enterprises and Internet Broadcasting.

An award-winning journalist, her reports appeared in The New York Times, L.A. Times, the Guardian, The Globe and Mail, The Associated Press, CBS-TV, ABC Radio and AP Radio, among others.

