



Rachelle Spero is Executive Vice President of Cohn & Wolfe's Digital Media Practice in New York. She has more than 16 years of public relations, interactive marketing and corporate reputation management experience from consulting global brands in multiple industries including:

Consumer: Colgate, Nike, Playtex, drugstore.com, Gap, J. Crew
High Tech: Dell, SAS, SUN, SAP, HP, IBM, EMC, Motorola
Health: GSK, Lilly, Genentech, Merck, Genzyme, WebMD, Pfizer
Financial Services: MasterCard, Visa, Thompson Financial

Rachelle is a member of Cohn & Wolfe's award-winning Global Digital Media Practice as well as an adjunct professor at New York University's M.S. in Public Relations and Communications. She is a frequent contributor to industry publications, conferences and policies on the topic of digital and social media.

Both a strategist and a practical person, Rachelle is responsible for collaborating with colleagues and clients to create digital and social media strategies that increase awareness, establish thought leadership, manage reputation and deliver measurable results. She has attracted top digital talent while elevating the digital skills of employees around the world. She has successfully accomplished this by standardizing services, establishing training methodologies and managing digital communications programs across Cohn & Wolfe's practices.

Industry Contributions

2007-2009 New York University Master's in Communications Class

- Adjunct professor and guest lecturer on the topic of digital and social media

2009 PRSA International Conference Speaker

- "Leveraging Social Media in Health Care Public Relations: Innovations & Strategies for Enhanced Consumer Engagement"

2009 Diagnosing Digital

- Whitepaper on the transformation of healthcare communications

2008 American Marketing Association

- Hosted "Marketing Conversations" webcast with SAS and Dell clients

2007 Consumer Health World Conference Speaker

- Pharma and Medical Devices: Trends, Strategies & Case Studies

2005-2006 ITSMA Conference Speaker

- "Connecting with the New Spheres of Influence"
- "Marketing in the New Digital Channels: Blogs and Beyond"

Education

- Bachelor's of Science Degree in Journalism from Northeastern University in Boston, MA