

HEIDI BERENSON



Two-time Emmy and Peabody Award-winner Heidi Berenson is president of Berenson Communications, Inc. Especially in this social media era, BCI **Powers Up The Performance** of top executives – from Fortune 500s to Members of Congress – when facing the press, a presentation or a pitch.

Heidi harnesses her network experience – ABC News, *Good Morning America*, CBS News, and CNN – to equip professionals to shine in the spotlight. As a featured speaker, Berenson addresses conferences and meetings nationwide, enlightening audiences on how to raise their communications game – including how to be a PRO@CON™-trovrsy to master Q&A. Quite simply, the hallmarks of her performance are high energy, interactivity and fun!

She has been published in *The Legal Times* and *Allure*; and quoted in *U.S News & World Report*, *The Washington Post*, *The Boston Globe*, *The Detroit News* and *Glamour*, among others. In a profile piece, *Capital Style* magazine praised Berenson's ability to "lead by example...a style that sets her apart from Washington's growing legion of media trainers."

Heidi earned her MS degree from Boston University's College of Communication and her BA in Journalism/English from the University of Massachusetts Amherst. She also completed *The Art and Practice of Leadership Development* at the John F. Kennedy School of Government at Harvard University.

Berenson received the President's Award from the Women Presidents' Organization (WPO); the Woman-Owned Business Star Award from the Women's Business Enterprise National Council (WBENC); the Boston University College of Communication Distinguished Alumni Award; and was recognized by the University of Massachusetts Alumni Association for Distinguished Professional Service. For over a decade Heidi served on the host committee of the Komen DC Race for the Cure® and produced the annual promotional video. She currently serves on the WPO Summit Council and has been a member of its Advisory Board. She also sat on the BU College of Communication Advisory Council as well as the Dean's Executive Advisory Board. Berenson received the Volunteer of the Year award from the Washington, DC YMCA Urban Program Center.

202.841.0077

WWW.BERENSONCOM.COM

  @BERENSONCOM