

HEIDI BERENSON



Two-time Emmy and Peabody Award-winner Heidi Berenson is president of Washington, DC-based Berenson Communications, Inc. In this social media era, BCI powers up the performance of top executives – from Fortune 500s to Members of Congress to NGOs – 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, she travels to conferences and meetings nationwide, enlightening audiences on how to raise their communications game – including how to be a PRO@CON™-troversy 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 has served on the WPO Advisory Council, the BU College of Communication Dean's Executive Advisory Board, and the BU Advisory Council. Berenson is also a recipient of the Volunteer of the Year award from the Washington, DC YMCA Urban Program Center.