

## Jed's Background



With 20 years of professional communications experience, from strategic planning to on-target counsel and training, Jed has a wide-ranging track record in healthcare communications and social marketing. Most recently, he managed the healthcare practice segment for Ogilvy Public Relations' Atlanta office. Before that he was director of communications for the Georgia Department of Human Resources, where he was responsible for media relations, crisis communications and strategic communications planning on issues ranging from mental health to child abuse to online education campaigns.

Jed's experience includes work with consumer health information company WebMD, partnering with sales teams to provide creative/strategic counsel on marketing communications for sponsors and partners; and the Arthritis Foundation national headquarters, where he served initially as vice president for public relations and then as vice president for interactive communications. He has also served as director of PR for the Hospital for Sick Children, a Washington, D.C., pediatric rehabilitation and transitional care hospital; director of development communications for the State University of New York at Buffalo; and news anchor/reporter with WLNH-FM/AM in Laconia, N.H.

Over the course of his career, Jed has received several PR and journalism awards and volunteered his leadership skills to local chapters of the Public Relations Society of America. He also teaches college-level PR courses.

Jed earned a bachelor's degree in English and American Literature from Brandeis University and a master's degree with honors in journalism from the Columbia University Graduate School of Journalism.