

**Every  
Woman's  
Success  
Should be an  
*Inspiration  
to Another.***



We asked the women who are part of the Worldcom Public Relations Group to give us some insights and perspective on a few questions.

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*What drew you to a career in communications, and what keeps you passionate about it today?*

# *What drew you to a career in communications, and what keeps you passionate about it today?*

Since childhood, I have always been passionate about the world of media and advertising, but I was unsure whether to pursue journalism or communications.

Then, I discovered public relations, and more specifically press relations, would allow me to avoid choosing between these two worlds and instead thrive by working for organizations in connection with the media.

The international dimension of the profession was also a major factor.



**Caroline Prince**  
Managing Director  
Yucatan  
Paris, France



**Maetavarin Maneekulpan**  
Partner  
TQPR Thailand  
Bangkok, Thailand

What initially drew me to communications was curiosity — wanting to understand how it all works and how organisations shape conversations and perceptions.

What keeps me passionate today is the variety of work and the opportunity to work with clients across a wide range of industries. I enjoy the opportunity to engage with business leaders and decision-makers, and no two challenges are ever the same. The continuous learning and the evolving nature of communications are what keeps the role interesting for me.

# *What drew you to a career in communications, and what keeps you passionate about it today?*

I've always loved the beauty and precision of language—and the power of communications to educate, persuade, and move people to action. Writing has been at the center of my career, and I still think of myself as a writer at heart.

Today, storytelling takes many forms, with visual communication playing an increasingly central role in how people consume information. What continues to inspire me is seeing that work translate into real impact.

At Sachs Media, our mission is to change the world by helping our clients deliver on theirs, and every day I see evidence that thoughtful, strategic communications can drive meaningful change.



**Michelle Ubben**  
CEO  
Sachs Media  
Tallahassee, FL - USA

# *What drew you to a career in communications, and what keeps you passionate about it today?*

As a kid, I was drawn to broadcast news because I wanted to share information that mattered to people. That passion led me to communications and helping organizations tell meaningful stories that connect, resonate, and move audiences to action.

This industry gives you a front-row seat to incredible experiences and remarkable people. That constant evolution — new challenges, new ideas, new partnerships — is what keeps it exciting. Communications is never static, and neither are we.



**Carrie Pavlick, APR**

Partner

DEVENEY

New Orleans, LA - USA



**Andrea Briceño**

Communications and PR

Manager

Realidades SAC

Lima, Peru

What drew me to communications was understanding that stories can change perceptions and perceptions can change realities. I've always been drawn to the opportunity to connect brands with purpose.

What keeps me passionate today is knowing that a well-designed strategy doesn't just generate visibility, but real impact: it can strengthen reputations, and open opportunities where none existed before. When done right, communication transforms.

# *What drew you to a career in communications, and what keeps you passionate about it today?*

One of my first jobs gave me unprecedented access to C-suite executives and people I had no business being around as a 23-year-old.

So, admittedly, I was initially very drawn to how influential the highest-ranking communications and marketing executives were, and how they managed both product and corporate communications during an era of unfettered access journalism.

I was blown away by how they seemed to think three steps ahead of everyone else. Of course, I know now that I was really interested in developing strategy and solutions. It should come as no surprise that, today, I enjoy crisis communications and corporate relations work the most.

The people I enjoyed being around the most all devoured pop culture, art, music, and sports for work and pleasure.

Communications is one of the few professions that rewards you for being intellectually curious and pursuing your passions and interests with zeal. It's what keeps me excited and motivated today.



***Jackie Liu***  
Senior Vice President  
The Pollack Group  
Los Angeles, CA - USA

# *What drew you to a career in communications, and what keeps you passionate about it today?*

What drew me to communications was a genuine curiosity about people. I've always loved connecting with others and understanding what makes them tick. Early on, I realized that the same instincts that helped me build relationships could translate into helping brands communicate in ways that truly resonate.

What keeps me passionate today is that communications is ultimately about impact such as shaping narratives, building trust, and creating meaningful connections between brands and the audiences they serve.



***Kayleigh Hanlin***  
Account Service Lead True  
Digital Communications  
Cleveland, OH - USA



***Heather Kowalczyk***  
Vice President  
McDougall  
Communications  
Rochester, NY - USA

I found communications/public relations by accident. I always loved to write. Journalism never really appealed to me because my perception was that reporters were out in front and on display—and I'm an introvert! I ended up taking a few communications classes in college, which is where I met my first PR mentor (one of my professors).

Lovingly known as our "PR mom" because she supported and believed in all of us as if we were her own children, Ann is the reason I am where I am today. More than 20 years into my career, I remain passionate about it because public relations—particularly in the agency setting—is never boring.

There is always something new.

# *What drew you to a career in communications, and what keeps you passionate about it today?*

What initially drew me to communications was the creativity. It's one of those industries where you have the freedom to build the story you want to tell. The idea of finding the hook, shaping the message, and creating ideas that people actually want to engage with was so interesting to me. There's something incredibly satisfying about taking a blank page and coming up with something that sparks emotion, curiosity, or action.

What has kept me in the field, though, is the strategy behind it all. Creativity on its own is powerful, but what really excites me now is the thinking required to make the right audience stop and take notice.

It's understanding who you're trying to reach, what matters to them, where they're paying attention, and how to break through the noise in a meaningful way. It's the balance of being bold enough to capture attention but grounded enough to achieve a clear objective.



***Lisa Wolleon***  
Executive Vice President  
Coyne PR  
Parsippany, NJ - USA

# *What drew you to a career in communications, and what keeps you passionate about it today?*

I was drawn to communications because it allows me to connect people, bring clarity when it matters most, and help organizations transform through strategic dialogue.

What keeps me passionate today is seeing the real impact—a well-crafted message can shift decisions, strengthen relationships, enhance reputation, and help leaders express their talent with confidence. Learning from different sectors and creating meaningful value continues to fuel my vocation every day.



**Wendy Araya**  
Managing Director  
Agencia Interamericana  
de Comunicación  
San José, Costa Rica



**Jessica Greathouse**  
COO

True Digital Communications  
Cleveland, OH - USA

I was immediately drawn to the mix of art and science that comes with advertising, and that's still what's exciting today.

Each client or audience has its own communication challenges and no day is ever the same.

# *What drew you to a career in communications, and what keeps you passionate about it today?*

My path into communications was not linear. Early in my career, I worked in a variety of environments, from Capitol Hill to Wall Street. While the subject matter was very different, communications was always at the center of what I was doing. Over time, I saw firsthand how much the way an organization communicates shapes its credibility, its growth, and ultimately its success.

I really found my home working at an agency. I have always been a curious person and someone who loves to learn. Agency life gives me the opportunity to constantly immerse myself in new industries, new challenges, and new ideas.

Over the course of my career, I have worked on everything from writing about the digital transformation of bulk liquid storage to working on campaigns for major consumer brands. That constant exposure to new topics and perspectives keeps the work fresh and endlessly interesting.

Communications allows you to step inside different worlds, understand them deeply, and help shape how they are understood by others, which is what continues to motivate me every day.



***Emily Greifeld***  
Vice President  
The Pollack Group  
Los Angeles, CA - USA

# *What drew you to a career in communications, and what keeps you passionate about it today?*

I wanted to work on brands I cared about and solve their business problems in creative ways. I also loved learning about and advancing awareness of niche topics and industries.

These same things still inspire me 25+ years later. Every day is different and presents a new challenge. I've been on the agency side my entire career and I can't imagine doing anything else.



**Kelly Janhunen**  
VP, Partner  
Linhart Public Relations  
Denver, CO - USA



**Abigail Holmes**  
Vice President  
Corporate Ink  
Boston, MA - USA

I was driven to a career in PR and communications because of the opportunity to help companies tell their story. I was also looking for a career where I would never get bored and I'd be able to exercise a variety of skills - business strategy, writing, storytelling, sales, creativity, relationship building, and more. Every day brings something new.

I am still passionate about it today because I get to help companies drive revenue and hit their business goals through telling stories that matter to their buyers. And staying passionate about the work is easy when I get to work with an amazing team and at a people first workplace like Corporate Ink!

# *What drew you to a career in communications, and what keeps you passionate about it today?*

I changed my major five times in college. Each semester, I had a different interest that would take form and inspire me to pursue a career path. Eighteen-year-olds shouldn't have such pressure to make a lifelong commitment, so I rolled with the changes.

When I was a Junior, I realized I needed to make a decision to graduate on time, and so, I chose a degree in communications. I figured you could argue that communication skills are essential for every career path, so it felt safe.

However, after enrolling in journalism and PR classes, I realized my safe pick was the right one. I fell in love with the versatility of this field, the challenges of it, and the creativity needed to excel. PR professionals rarely have the same day twice, and for me, that was thrilling as a budding graduate, and truthfully, it still excites me to this day.

PR is an industry that constantly evolves with the times. As a professional in this field, I am constantly learning and growing – even after decades of experience, there is always new ground to cover and ways to improve.



**Jennifer Lewis**  
Vice President  
The Pollack Group  
Los Angeles, CA - USA

*Can you share a campaign or project  
you're most proud of and why it  
matters?*

# Can you share a campaign or project you're most proud of and why it matters?

"One project I am especially proud of is The Pollack Group's Big Red Grant, which we launched in honor of our agency's 40th anniversary. Through the grant, we provide \$40,000 worth of communications and marketing support to a nonprofit that has never had access to an agency before.

We selected The Valerie Fund, which supports children with cancer and blood disorders by providing critical medical care, emotional support, and resources to families during incredibly difficult moments. As a mother, it is impossible not to be moved by their work.

Being able to use our expertise to help amplify their mission and support an organization that is helping children and families through something so unimaginable made this project deeply meaningful to me. It is a reminder that communications can play a real role in helping important organizations grow their impact.

"



**Emily Greifeld**  
Vice President  
The Pollack Group  
Los Angeles, CA - USA

# Can you share a campaign or project you're most proud of and why it matters?



**Maetavarin Maneekulpan**  
Partner  
TQPR Thailand  
Bangkok, Thailand

One project I am particularly proud of was working with a former US president on a post-natural disaster recovery programme, helping communities in southern Thailand rebuild homes through a non-profit organisation.

In addition to handling the media relations and community outreach with our team, I had the opportunity to accompany the former president and his wife during their visit to southern Thailand as part of the project.

This project mattered to me because I was able to work with a leader I greatly admired while contributing to disaster recovery efforts in my own country. It also helped bring international attention and support to communities in Thailand that needed it most.

I am also proud of the series of campaigns we have delivered over time. I am proud that we have been able to consistently deliver strong results, and that some of our work has also had a positive impact on society such as the one I mentioned above, which makes it even more meaningful.

# Can you share a campaign or project you're most proud of and why it matters?

There are so many great campaigns I've had the privilege of being part of throughout my career. One that will always stay with me is a campaign we did in partnership with Children's Advil because it proves that the simplest ideas can drive the most powerful impact.

At its core, the concept was beautifully straightforward: let's honor and celebrate school nurses, yet it unlocked profound meaning and emotion. Through the search for "America's Greatest School Nurse", we uncovered deeply personal stories that highlighted the quiet sacrifices these healthcare heroes make every day on the frontlines of children's sickness.

In one powerful instance, a nurse ultimately saved a child's life, which really served as a reminder that their vigilance, compassion and expertise truly matter. By shining a national spotlight on these unsung caregivers, we didn't just generate media coverage, we elevated appreciation for their role, connected authentically with families, and made a real difference by recognizing and validating the impact school nurses have in communities across the country.



**Lisa Wolleon**  
Executive Vice President  
Coyne PR  
Parsippany, NJ - USA

# Can you share a campaign or project you're most proud of and why it matters?

For the past decade, we have had the privilege of supporting our client McDonald's in its social responsibility initiative Gran Día, where Big Mac sales are dedicated to helping families from the Ronald McDonald Charity House and young people from the Youth Can program of the Fundación Aldeas SOS.

In every edition, we have developed the concept, led press outreach with powerful stories, and invited media and influencers—all for a greater good that truly reaffirms how purpose-driven communication makes a real difference



**Wendy Araya**

Managing Director  
Agencia Interamericana  
de Comunicación  
San José, Costa Rica



**Jennifer Lewis**

Vice President  
The Pollack Group  
Los Angeles, CA - USA

There has been a lot to be proud of at The Pollack Group, but my favorite project is the work we've done with Resorts World Las Vegas. Riddled in a competitive landscape of countless properties vying for attention and bookings, Resorts World came to us looking for a media strategy that would set them apart from other destinations on The Strip.

And we certainly delivered. From successful FAM trips to top-tier coverage focused on Resorts World's sustainability efforts, talent, entertainment, and more, our work with the new resort was incredibly fulfilling.

# Can you share a campaign or project you're most proud of and why it matters?



***Kelly Janhunen***  
VP, Partner  
Linhart Public Relations  
Denver, CO - USA

We work with Cochlear, the global leader in implantable hearing solutions. Part of our work includes sharing the journeys of those who have addressed their hearing loss with a cochlear implant.

We're educating about hearing loss, dispelling myths about cochlear implants and encouraging more Americans to get their hearing checked through publicizing these real-life stories.

It's incredibly gratifying and we're proud to work alongside our clients as they help more people of all ages to hear and lead full, active lives.

# Can you share a campaign or project you're most proud of and why it matters?

One project that stands out is helping shape our agency's credo at Corporate Ink. Our credo outlines the values that guide our company's decision-making.

We've lived out these values for years — in how we put our people first, show up for clients, support one another, and approach our work, but we officially put what we stand for on paper and formalized it.

This project was meaningful because the credo reflects the type of agency and culture our entire team has intentionally built together. The credo also wasn't created in a vacuum.

It represents the collective voice of our team and was created with input from all of our employees. Seeing our agency embrace the shared commitment to who we are and how we operate has been very cool to see. Everyone on our team has played a key role in making our agency what it is today.



**Abigail Holmes**  
Vice President  
Corporate Ink  
Boston, MA - USA

# Can you share a campaign or project you're most proud of and why it matters?

One of the most meaningful projects I've worked on was helping conceptualize and implement Arnaud's Restaurant's Teddy Bear Program benefiting the New Orleans Police Department and the local community.

Since its inception, the program has donated more than 12,000 teddy bears for officers to share with children they encounter on duty.

What began as a simple idea became a powerful example of how brands can lead with heart, strengthening community relationships while staying true to who they are.



**Carrie Pavlick, APR**

Partner

DEVENEY

New Orleans, LA - USA



**Andrea Briceño**

Communications and PR Manager

Realidades SAC

Lima, Peru

I'm especially proud of campaigns that combine brand strategy with social impact.

I'm driven by the idea of transforming brands into human agents — brands that don't just aim to sell, but seek to leave a mark through learning, awareness, and motivation. When a strategy delivers business results while also creating meaningful value for people, that's when communication truly transcends.

# Can you share a campaign or project you're most proud of and why it matters?



**Caroline Prince**  
Managing Director  
Yucatan  
Paris, France

It's hard to pick just one. The evolution of our industry and the massive rise of AI are pushing us to become increasingly creative and to branch out into authentic content creation.

I'm passionate about sports and the automotive world, so, five years ago, I decided to launch a dedicated department within the agency. When you manage to align your passion with your work and what you are, it creates a positive momentum that lets you move mountains — and today we're proud to count some truly amazing brands in this department: Norton Motorcycles, Motul, Rétromobile, Lyon Automotive Show, Equip Auto.

This department has been a real success story for the agency, and we're currently developing a series of audio and video podcasts for Lyon Automotive show, and more recently, for Rétromobile.

Over the course of three days, we shot 21 episodes and interviewed fascinating, inspiring people like Ari Vatanen, Richard Mille, designers, classic car preservationists, and passionate collectors. The series is called "One Vehicle, One Story," and it's set to start airing by the end of February on audio platforms and Rétromobile's Youtube channel. I'm incredibly proud of it.

# Can you share a campaign or project you're most proud of and why it matters?

In 2020, during the pandemic, The Pollack Group helped our client Barco Uniforms launch a campaign to promote its public pledge to donate 10,000 medical scrubs per month.

In less than 48 hours, Barco surpassed 20,000 requests for scrubs. Some of it was organic, but it was backed by strong media relations.

Nobody likes to revisit those unpleasant memories, but the pandemic was unprecedented and devastating for hospitals and healthcare teams treating patients.

Helping provide urgent medical supplies to our healthcare heroes was the least we could do.



**Jackie Liu**  
Senior Vice President  
The Pollack Group  
Los Angeles, CA - USA



**Michelle Ubben**  
CEO  
Sachs Media  
Tallahassee, FL - USA

I'm proud of many campaigns our team has led—efforts that helped place the hardest-to-place children from foster care into permanent homes, that educated families and children about preventing child sexual abuse, and that connected veterans with the benefits and services they earned through their service. Most recently, we launched an effective national campaign to improve the experience for military families undergoing a permanent change of station, advocating for a process that better reflects the sacrifices they make.

# Can you share a campaign or project you're most proud of and why it matters?



**Kayleigh Hanlin**

Account Service Lead  
True Digital Communications  
Cleveland, OH - USA

One campaign I'm especially proud of was for OSI, a manufacturer in the building products space. Their team had developed a highly technical, 150+ page performance guide for window and door professionals. It was an incredibly valuable resource, but without the right strategy, it risked being underutilized.

We designed and executed a full-funnel paid media program to transform that guide into a powerful lead generation engine. Through precise audience targeting across platforms like Meta, Google, and key trade outlets, we ensured it reached professional installers and decision-makers where they actively consume content.

Over the course of the campaign, we generated more than 34 million impressions, over 300,000 clicks, and 11,000+ form fills — driving meaningful engagement within a highly specialized audience.

What makes this project matter most to me is that we helped turn deep technical expertise into measurable business growth. The results strengthened our partnership and led to expanded initiatives the following year, reinforcing the long-term impact of strategic, data-informed communications.

# Can you share a campaign or project you're most proud of and why it matters?

While it's not a specific campaign, and I do enjoy supporting clients across a variety of industries, a lot of my work over the past decade has been in eye care—and I love it.

It's fun to fully immerse yourself in a field you never could have imagined you'd be in. There are so many eye care stories to tell.

Whether I am working with a company to share how their innovative products and services are changing the game for eye care professionals and their patients, or collaborating with a practitioner to highlight the unique pathways they take to enhance patient care and grow their practices—there is so much to learn from everyone.

There is little that is more satisfying than uncovering a story that has yet to be told and figuring out the best way to bring it to the masses.



**Heather Kowalczyk**  
Vice President  
McDougall Communications  
Rochester, NY - USA

*What's one thing you wish more people understood about women in leadership in our industry?*

# *What's one thing you wish more people understood about women in leadership in our industry?*

Communications has long been an industry where women find not only opportunity, but leadership opportunities. I'm surrounded by women who are effective leaders because they are exceptional communicators, attentive listeners, and collaborative team builders.

Many were drawn to this field because it allows them to apply creativity, empathy, and strategic thinking to real-world challenges—and have a tangible impact. When women lead in communications, the work is often stronger, more inclusive, and more human as a result.



**Michelle Ubben**  
CEO  
Sachs Media  
Tallahassee, FL - USA



**Wendy Araya**  
Managing Director  
Agencia Interamericana de  
Comunicación  
San José, Costa Rica

One thing I wish more people understood about women in leadership in our industry is that they bring not only technical capability and strategic vision, but also a way of leading that blends empathy, clarity, and resilience.

Many operate under higher expectations and with less room for error, yet they consistently create environments of collaboration, trust, and sustainable results. Understanding this would help people better appreciate their contributions and open space for diverse leadership styles that strengthen our entire industry

# *What's one thing you wish more people understood about women in leadership in our industry?*

For a long time in France, PR was seen as a woman's profession. During the first ten years of my career, across several different agencies, I had very few male colleagues.

Over the past 20 years, that has changed tremendously — and that's a good thing. As a leader, I don't want to be defined by my gender, even I'm proud to be a woman, a daughter, a mother. But, professionally, I'm a communication specialist.

I lead a team with an almost equal mix of men and women, spanning different generations, and that's what matters most to me: the intergenerational connection, the passing down of knowledge, shared values, and respecting one another for what each person brings to the table every day — both in terms of skills and human connection.



**Caroline Prince**  
Managing Director  
Yucatan  
Paris, France

# *What's one thing you wish more people understood about women in leadership in our industry?*



**Maetavarin Maneekulpan**

Partner  
TQPR Thailand  
Bangkok, Thailand

Women in leadership roles shouldn't be defined by being women, but by being good leaders.

What matters most is the ability to think strategically, guide teams, deliver results and continue growing. Leadership is about capability and perspective, not gender.

I wish more people were aware of our disproportionate leadership representation in public relations. While women make up the majority of the workforce—70%, according to the Public Relations Society of America—leadership roles are still not reflective of that reality.

Day to day, women are driving strategy, managing crises, building relationships, and shaping the direction of the industry.

Leadership should more closely mirror who is actually doing the work. I'm fortunate to be in a leadership position and would love to see more women have the opportunity.



**Heather Kowalczyk**

Vice President  
McDougall Communications  
Rochester, NY - USA

# *What's one thing you wish more people understood about women in leadership in our industry?*



***Emily Greifeld***  
Vice President  
The Pollack Group  
Los Angeles, CA - USA

Becoming a mother has made me a stronger leader, not a more limited one. It has forced me to be more efficient with my time, more decisive, and more intentional about where I focus my energy.

When you are balancing both, you learn quickly how to prioritize what actually matters and let go of what does not.

It has also given me a deeper sense of perspective. In communications, we often help clients navigate high pressure moments, and being a mother has reinforced my ability to stay steady and thoughtful, even when things feel urgent.

I think there is still an outdated assumption that women have to choose between being fully committed to their careers and being present in their families.

In reality, those experiences strengthen each other and make you a more grounded and effective leader.

# *What's one thing you wish more people understood about women in leadership in our industry?*

Leadership is as much about the 'invisible' factors as it is visible outcomes. Especially at an agency, things like mentoring, anticipating team needs, sensing how people are feeling, and creating a calm environment during high velocity moments are all just as important as a winning campaign idea or business results.

All great leaders embody these traits, but I think women leaders tend to naturally take on more of the mental load that comes with balancing it all to create high performing teams with care. It's a strength of women leaders that is high value.



***Abigail Holmes***  
Vice President  
Corporate Ink  
Boston, MA - USA



***Jessica Greathouse***  
COO

True Digital Communications  
Cleveland, OH - USA

Women, and especially mothers, are natural problem solvers, priority managers and conflict mediators.

These skills alone make women natural leaders, and should be seen as assets to lead with empathy at the highest levels.

# *What's one thing you wish more people understood about women in leadership in our industry?*

PR and marketing often carry a negative connotation in the industry.

It's cutthroat; it's always on, and while there are moments that are busier or more stressful than others, the industry is anything but negative, especially when you have women running the show.

Women in leadership often lead with empathy. We're deeply attuned to people, and that awareness is an advantage in PR and marketing.

I wish more people understood that empathy in managing others is not a weakness, but rather a strength that helps us build trust with our teams and clients and, ultimately, drive better results in the long run.



***Jennifer Lewis***  
Vice President  
The Pollack Group  
Los Angeles, CA - USA

# *What's one thing you wish more people understood about women in leadership in our industry?*



***Andrea Briceño***

Communications and PR  
Manager  
Realidades SAC  
Lima, Peru

That there are far fewer women in leadership than you assume.

I wish more people understood that women's leadership is not just about sensitivity or empathy — it's about strategic vision, execution capability, and decision-making under pressure.

Women in our industry don't just manage campaigns; we manage teams, crises, reputation, and the future. And we deliver results.



***Jackie Liu***

Senior Vice President  
The Pollack Group  
Los Angeles, CA - USA

# *What's one thing you wish more people understood about women in leadership in our industry?*



***Lisa Wolleon***  
Executive Vice President  
Coyne PR  
Parsippany, NJ - USA

I think there's a lot to be said for women in leadership and the emotional intelligence they carry that isn't always recognized.

It's everything from reading a room, catching hesitation before it's voiced, or sensing morale shifts.

In communications leadership, that awareness protects equity, culture and credibility. It's not about being likable or nice.

It's about knowing when to push, when to pause and when to challenge. And when this behavior is recognized, it's often labeled as instinctive or a personality trait, but it's neither.

It's judgment and it can be one of the most undervalued assets in the room.

# *What's one thing you wish more people understood about women in leadership in our industry?*

I think there's still a misconception that empathy and collaboration are "soft" skills, when in reality they're core leadership strengths. The ability to listen, build trust, and communicate with clarity is what drives real results.

In our industry especially, connection is everything. The most effective leaders aren't always the loudest, they're the ones who are intentional, emotionally intelligent, and focused on bringing people together to move work forward.



***Carrie Pavlick, APR***

Partner

DEVENEY

New Orleans, LA - USA



***Kayleigh Hanlin***

Account Service Lead

True Digital Communications

Cleveland, OH - USA

I wish more people understood that women in leadership don't have a single style. There's no one way to lead effectively.

The most impactful leaders blend empathy, decisiveness, strategic thinking, and accountability in different ways.

# *What's one thing you wish more people understood about women in leadership in our industry?*

Women in PR leadership are balancing a lot.

They are supporting and building relationships with clients, colleagues and their agency teams; they're focused on profitability and winning new business for their firms; they're trying to keep their work cultures charged and thriving; and many are also nurturing significant others and kids at home.

We're committed to keeping all the balls in the air, and I would encourage us to step back occasionally to marvel at how impressive that feat truly is.



***Kelly Janhunen***  
VP, Partner  
Linhart Public Relations  
Denver, CO - USA

Thank you to the amazing women in  
Worldcom Public Relations Group for  
taking the time to share their  
experience and insights with us!



INTERNATIONAL WOMEN'S DAY 2026