

# Communicators as Brand Value Creators (On-Demand Recording)

Communicators as Brand Value Creators



Moderator  
**Leslie Stefanik**  
Vice President Marketing  
PublicRelay



**Andrew Bowins**  
SVP Comms. & Industry Affairs  
Entertainment Software Association



**Lorri Christou**  
VP, External Comms. & PR  
Choice Hotels International, Inc.



**Allyson Hugley**  
VP, Prudential Global Comms.  
Head of Analytics & Market  
Research

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## Webcast Overview

Join us for a virtual round table where our panelists will discuss how they are redefining their roles as strategic communications professionals. From using data to shape and defend strategies to advising on crisis and enhancing brand reputation, the role of the communicator is becoming more integral to the business by the day. These PR pros will share personal highlights of success as brand value creators and examine the skills next-gen communicators will need to hone to do the same.

## Moderator



**Leslie Stefanik**  
**Vice President Marketing**  
**PublicRelay**

With more than 25 years' professional experience, Leslie Stefanik began her career in Los Angeles working for a marketing agency that serviced the music industry. After a decade at the agency, she exited the music business and moved to Northern Virginia where she transitioned to corporate marketing for technology companies. An avid technology geek, she quickly learned the ropes of demand generation, branding, social media, corporate communications, marketing operations and analytics for this new market. In her various marketing roles, Leslie has worked for several companies including SER Solutions, Plateau, Brainware, Deltek, Optymyze, and currently, PublicRelay. Leslie's passion for measurement and analytics helped her build and lead successful data-driven marketing organizations that drive results to the bottom line. On Twitter: @lrstefanik, Linked In: [www.linkedin.com/in/lesliestefanik](http://www.linkedin.com/in/lesliestefanik)

## Panel



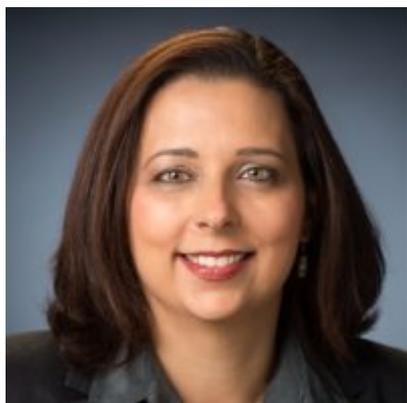
**Andrew Bowins**  
**SVP Communications and**  
**Industry Affairs**  
**Entertainment Software**  
**Association**

Andrew Bowins is the Senior Vice President for Communications & Industry Affairs for the Entertainment Software Association (ESA). Mr. Bowins leads a world-class team responsible for positioning ESA, and the video game industry, as a driving influence in the world through partnerships, events, media outreach, digital and online, research, and member communications. The role includes management of the video game industry's flagship annual event, E3, and responsibility for guiding the ESA Foundation.

A proven change agent and disciplined corporate brand and reputation executive, Bowins has deep experience in issues management and worked with industry leading companies like Amazon, Dell, Nintendo, Nokia, Samsung, and MasterCard. By combining his in-house and agency experience, he became a respected counselor for his ability to build impactful teams that span the gamut of communications. His experience as a corporate executive includes international management experience for regions including the United States, Canada, Asia, Europe, and Latin America.

PR News recognized Bowins as "Brand Marketer of the Year" and he was an "Industry Innovator" in The Holmes Report's Annual In2 Top 25 Innovators rankings for 2014. The Bulldog Group named Andrew as the "Digital Communicator of the Year" and the Holmes Report named his team at MasterCard "Company of the Year" for PR excellence. Andrew was inducted into PR News Hall of Fame in 2013.

Outside of his profession, Bowins carries a passion for life and is a dedicated father who is sponsoring his daughter's belief that "you can do and become anything you imagine." He also is an aspiring/recovering musician who enjoyed life on the road in the 1980s as a guitarist for Tinted Vision.  
| [@justandybowins](#)



**Lorri Christou**  
**Vice President, External**  
**Communications and Public**  
**Relations**  
**Choice Hotels International,**  
**Inc.**

Lorri Christou is Vice President of External Communications and Public Relations for Choice Hotels International, Inc. (NYSE: CHH), one of the world's leading hotel companies. In this role, she leads the company's communications strategy for the Choice Hotels corporate brand, including investor communications, reputation and crisis management, franchisee communications and executive positioning. Christou also oversees the consumer and trade earned media efforts for the company's portfolio of brands. Prior to joining Choice Hotels, Christou spent more than 20 years managing global communications campaigns. She served as Senior Vice President, Strategic Marketing and Communications, for Cruise Lines International Association, and held key leadership positions at the two largest international public relations agencies Edelman and Fleishman-Hillard, where she worked closely with the Hilton Worldwide, PepsiCo and SC Johnson brands.



**Allyson Hugley**  
**Vice President, Prudential**  
**Global Communications**  
**Head of Analytics and Market**  
**Research**

Allyson Hugley is responsible for leading the development and adoption of analytics and market intelligence solutions across Prudential Global Communications to deepen communications impact and provide enhanced decision support specific to the promotion and protection of Prudential's reputation across a diverse set of stakeholders.

Allyson has over 20 years of experience and proven expertise driving the development of audience intelligence, media research and digital analytics solutions to inform business strategy, marketing and communications. Prior to joining Prudential, she managed the global analytics practice for Weber Shandwick, a leading communications agency. While at Weber Shandwick she directed global measurement and analytics client delivery, thought leadership, talent management and business development. She also served on the global leadership team and developed award-winning communications analytics solutions. Prior to joining Weber Shandwick, Allyson was the Senior Vice President of Insight Creation at MSLGROUP, a member of the Strategic Marketing research team at Scholastic Inc., and a Senior Account Director at GfK leading public affairs and media research.

Allyson is a member of the Institute for Public Relations (IPR) Measurement Commission and the former co-Chair for the North American chapter of the International Association for the Measurement and Evaluation of Communications (AMEC). She

has also served on AMEC's board of directors. In 2015, she was recognized by PR News as one of the Top Women in PR and inducted into their PR Measurement Hall of Fame. In 2017, she was honored by Black Enterprise for outstanding business achievement.

Allyson received her undergraduate degree in Psychology from Connecticut College. She also holds an MBA from CUNY Baruch Zicklin School of Business and an MS in Analytics from Texas A&M University.

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