

PR Masters Series Podcast, Episode #7 – Andrea Johnston



Overview

[The Stevens Group](#) is pleased to present a new podcast series that salutes the masters of public relations and revels in their observations, insights and advice to PR professionals. This new series is part of the ongoing partnership between The Stevens Group and CommPRO to bring to [PR](#), digital/interactive and marketing communications agencies the wisdom of those who have reached the top of the PR profession.



About Our Guest

Andrea Johnston, President, W20 Pure

W20 Group acquired **Pure Communications** in September 2016, merging its BrewLife operating company with Pure and appointing Andrea as the president of the new, combined entity. Andrea founded Pure Communications in 2004 after more than a decade in communications where she led PR firms and life science companies with the intent of building a boutique healthcare agency. Over 12 years, she grew Pure from a one woman consultancy to an organization with more than 30 people on staff and a client roster of leading companies from the biotech, medtech, diagnostic, pharmaceutical, and venture capital sectors. Pure has an exceptional track record of media, investor relations, and brand communications success.

Now, with more than 24 years of entrepreneurial, public relations, issues management, marketing communications, and investor relations experience, Andrea brings a wealth of strategic communications expertise to Pure/BrewLife's clients and team members. Andrea is focused on building high performance teams to deliver creativity, strategic thinking, and quality results to clients. She serves as a coach and sounding board to both account teams and clients for plan development and implementation of not only key campaigns but also transaction-related communications.

Prior to founding Pure, Andrea's career included roles with DeVries Public Relations in NYC, DuPont Merck Pharmaceuticals and Medical Imaging, Bayer Diagnostics, and Ketchum Public Relations in DC. She has been very active in organizations devoted to youth and wellness causes and currently serves as a board member and communications chair for the JDRF Coastal Carolina branch.

A graduate of American University in Washington, DC, Andrea possesses an interdisciplinary bachelor's degree in communications, law, economics and government. Her marketing and communications work comprises programs throughout the

United States, Europe, Australia, and South America. A native of Massachusetts, Andrea is married with two children and two dogs and considers Wilmington, North Carolina, home.