

SPOKEies™ University with Olga Gonzalez

[Doug Simon](#), founder of [The SPOKEies™](#) and influencer marketing firm [D S Simon Media](#) caught up with [Olga Gonzalez](#), CEO of [Pietra PR](#) and President of [PRSA New York](#) at the Pietra PR offices. Olga offered her insight on how to be an effective spokesperson and the value of using an in-house expert.