

## **GEORGETTE PASCAL**

### **Founder and CEO**

From fashion and travel titans to corporate leaders and iconic musicians, Georgette has an impressive, diverse portfolio of marquis public relations (PR) expertise. With a B.S. in marketing communications from the Fashion Institute of Technology, she made her foray into the PR world by interning at Bender, Goldman and Helper in New York City, now Bender/ Helper Impact, whose sampling of past and current clients include entertainment giants such as 20th Century Fox Home Entertainment, DreamWorks Home Entertainment, Lionsgate Entertainment, MGM Home Entertainment and Sony Pictures Mobile. Georgette then joined the powerhouse PR firm of Hill & Knowlton where she worked on large corporate accounts such as Delphi Automotive, Puerto Rico Tourism Company and GAP. She worked with music greats such as Bruce Springsteen and Shania Twain while at Shore Fire Media in Brooklyn and also emerging and established corporate stars of the e-commerce and technology sector while working at ExcitePR, where she successfully designed and led PR campaigns in both times of rapid economic growth and in economic slow down.

Prior to launching her own, virtual, company, Pascale Communications, LLC, Georgette was Director of the healthcare practice at RLM PR. She formed Pascale Communications to address an underserved niche within healthcare PR by successfully forging meaningful relationships with editors, publishers and clients. In 2013, also launched Pascale Communications Consulting (PCC), a division dedicated to serving a range of industries outside of healthcare.

Clients, physicians, editors and third party organizations have called Georgette “efficient”, “effective”, “the best medical public relations person ever encountered” and “impressively knowledgeable.” Whether the “product” is a musician, pharmaceutical drug, or software application, Georgette knows how to capture the spotlight and leverage brand exposure, uniquely differentiating herself from the pack early on in her career.

Pascale Communications’ current clientele spans geographically from California to Israel, proving that a virtual company can serve clients just as effectively as a brick-and-mortar one. Her extensive travel for both business and pleasure has helped shape both her work ethic and culturally diverse perspective when serving clients, adding tremendous value to propelling brands in their native and non-native environments. Also, while every current client started as a project, each has since turned into a full time retainer client. Georgette is highly involved nationally and locally and routinely provides her marketing and public relations expertise to advance the objectives of several non-profit organizations such as Prevent Blindness (PB), The Fairfield History Museum, Ophthalmic Women Leaders (OWL). She is on the marketing committees for all organizations, and serves as secretary for the latter. As a committee member, her duties include leading all networking and PR functions. She also served on the Board of Directors for The Children’s Home and Lemieux Family Center, supported by The Mario Lemieux Foundation for several years, The Children’s Museum in Pittsburgh, PA and the Italian American Collection Advisory Board of the Heinz History Center. Georgette also served as the Executive in Residence for Chatham University, an all women’s undergraduate and men and women’s graduate school, which is focused on preparing their students for leadership in business and other fields. As Executive in

Residence, she was a frequent lecturer at several undergraduate and graduate classes and University events. She also served as a mentor to students, and continues to do so, providing one-on-one guidance for both business development as well as networking. Georgette was selected as finalist for the 2009 Stevie Awards for Women in Business "Mentor of the Year", a prestigious international award which honors female executives and entrepreneurs who provided the superior guidance to other women. She has also been named one of PharmaVoice's "100 of the Most Inspiring People," "Woman of the Year" by the National Association of Professional Women, one of Vision Monday's "Most Inspiring Women", the OWL Catalyst Award for 2014 and one of "40 Under 40" to watch in Fairfield Magazine. Favorite organizations: OWL, PB, Pajama Program