



## Board of Directors

### **Theresa Bertrand**

Theresa was elected to the board of Women Creating Change in August 2020. She brings a strategic approach to brand experience and storytelling as Executive Vice President, Strategy and Planning at Zeno Group, a global integrated communications agency in New York. She integrates culture- and purpose-driven insights with creative ideas that drive news and engagement and has developed award-winning PR campaigns for some of the most iconic brands in the world, including Moët Hennessy, Rolls-Royce, Chipotle Mexican Grill, Hyatt Hotels and The J.M. Smucker Company.



Theresa is passionate about helping brands find greater purpose through awareness and advocacy of women's rights, hunger, education, and access to healthcare, including Jane Walker for Johnnie Walker, Hennessy Cognac, Colgate, and A Place at the Table.

Outside of the workplace, Theresa is passionate about empowering women and girls to thrive. She is a member and former committee leader for W.O.M.E.N. in America, a professional development group aimed at advancing promising professional women. Theresa also held a program chair position with the New York Junior League and led an after-school program that provided at-risk teens with professional performing arts classes.

Before delving into PR, Theresa created a men's apparel brand popular with celebrities like Matthew McConaughey and Jon Bon Jovi. Theresa graduated summa cum laude with a bachelor's degree in French and International Business from St. John's University in NY and the Universite de Lyon in France. She holds an Advanced Wine Certification from the Wine and Spirits Education Trust in London. After traveling the world and living in cities across the country, Theresa set down roots in NY with her husband and daughter.