Stacey Kovalsky

**COMMUNICATIONS | PR | LEADERSHIP | STRATEGY | BRAND | STORYTELLING**

An accomplished communication leader, Stacey Kovalsky has more than 20 years of diverse experience advancing reputation, supporting strategic business objectives and achieving short and long-term goals through integrated communications and media relations initiatives. She has a proven track record in building integrated B2B, B2C and B2B2C communications programs that leverage traditional and digital channels to engage stakeholders in both transformational and traditional environments.

Stacey’s most recent roles have been at the Director level in corporate environments where she has led both internal and external communication functions. While at Cross Country Home Services, a national leader in home warranty, repair and IoT device solutions, she delivered strategic communications counsel and guidance to executive leadership, launched the company’s first corporate reputation management strategy, managed proactive, reactive and crisis PR; launched employee engagement re-brand strategy; developed and implemented employee communication plan for HQ relocation; and drove an increase of more than 5x average engagement through innovative change management principles.

In her nearly six years at MEDNAX Health Solutions (NYSE: MD), a multi-billion dollar management services organization (MSO), Stacey managed the company’s overall PR strategy with investor, business and practice-based pitches and press releases, as well as crisis communications and reputation management. Stacey also led MEDNAX’s Social Media Advisory Board which launched the company’s social media sites and developed the associated company policies. She also developed and managed the company’s internal communications strategy, serving as the voice of the CEO, COO and other executive leadership through the company’s restructure, re-brand and mission, vision values launch.

Stacey has held corporate management roles at JM Family Enterprises and Kaplan University and has worked at multiple top-tier public relations agencies in South Florida and Philadelphia with clients in B2B and B2C industries like healthcare, education, real estate/construction, restaurant/hospitality, banking/financial, retail and non-profit. Taking an entrepreneurial turn, Stacey even launched her own boutique agency where she served a wide variety of clients with their public relations, communications and digital media needs. Her niche was partnering these companies with non-profits to create a win-win-win situation for her client, the non-profit and herself.

Throughout her career, Stacey has placed stories with the *NY Times, Wall Street Journal, Washington Post, Forbes, USA Today, Good Housekeeping, In Style Magazine, Fox & Friends, The Today Show, AP, Reuters* and hundreds of other regional, local and industry trade publications. She has also been a ghost writer for the *South Florida Sun-Sentinel*. Stacey has presented in her areas of expertise both locally and nationally, and has been a longstanding member of the Public Relations Society of America where she stays up to speed on the latest opportunities and challenges for public relations and communications professionals and the clients and companies they serve.