

## Jill Vitiello



A thought  
leader in the  
communications  
industry.

### **Biographical Information**

**Jill Vitiello**, founder and president of Vitiello Communications Group, offers her unique blend of corporate understanding, strategic communication savvy and literary creativity to every client. Assessing an organization's communications needs, developing a customized communications strategy and seeing it through to successful implementation is her passion. Jill's success in providing authoritative and dynamic communications leadership is evident from her list of global clients such as Merck, Pfizer, Roche, Smith & Nephew, and J.M. Huber Corporation, to name a few. Vitiello Communications Group achieved certification as a woman-owned business from the Women's Business Enterprise National Council.

### **Corporate Insight:**

Jill understands that effective communication from leaders at every level is essential to an organization's vision and success — because she's lived it. Prior to launching Vitiello Communications Group, Jill held management positions in corporate communications at American International Group, Metropolitan Life Insurance Company, and The Equitable Companies. While at Equitable, Jill served as the speechwriter for the Chief Executive Officer. Jill knows the inner workings of the corporate world and communicates in language that gets results.

### **Thought Leader:**

A thought leader in the communications industry, Jill frequently writes and speaks on business communications and entrepreneurship. Her educational Webinars and workshops consistently receive rave reviews. She has presented to professional associations such as the International Association of Business Communicators (IABC), the Healthcare Businesswomen's Association (HBA) Leadership Conference, The Association for Women in Communications, Council of Communication Management (CCM), The New Jersey Association of Women Business Owners (NJAWBO), The Institute of Management Consultants, the New Jersey Society of Association Executives, and the Public Relations Society of America (PRSA).

### **Giving Back:**

Jill believes in giving back to the communications community. She served as a member of the Board of Directors of the Council of Communication Management (CCM) and chaired the Annual Conferences in 2006 and 2007. She is a past-president of the New Jersey Chapter of the International Association of Business Communicators (IABC), and has served on the regional IABC Board of Directors. Jill is an active member of CCM, IABC, Healthcare Businesswomen's Association (HBA), and the Women Presidents' Organization (WPO). Jill also was an adjunct faculty member at Middlesex County College and a founding member of its Council for Faculty Development.

### **Awards:**

In 2010, Jill was named Communicator of the Year by the New Jersey chapter of IABC, and she was recognized as one of the Best Fifty Women in Business by NJBIZ. In 2009, Jill was named among the top women entrepreneurs in North America by Enterprising Women magazine. A recipient of the prestigious IABC Gold Quill Award for speechwriting, Jill has won dozens of peer awards for merger and acquisition communication strategy, e-newsletter publishing, marketing communications, and congressional testimony.

### **Education:**

Jill earned a Master of Arts degree in journalism from New York University, a Bachelor of Arts degree in English from Rutgers University, and a Certificate in Women's Studies as an undergraduate.

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