



Highlights of Los Angeles Events, Venues and Happenings in 2022 and Beyond

Moderated by
Melendy Britt



MELENDY BRITT
President of PRSA LA
and Principal of be360

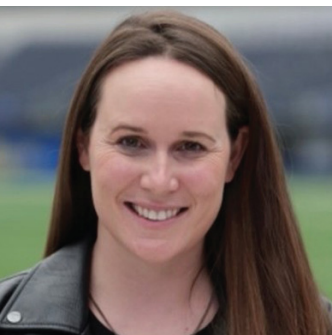
Melendy A. Britt is seasoned communications professional with over 20 years of international experience in branding, marketing, and PR. Melendy leads integrated campaigns designed to transmit core brand values via enriching experiences that build lasting bonds with the consumer. She has held EVP and VP of Consumer Marketing positions at some of the world's top agencies including at Edelman, Ogilvy, Weber Shandwick and M&C Saatchi PR and led award-winning campaigns including the launch of Zara in Shanghai, China, work with tourism boards of Spain, Switzerland, Sweden, Beverly Hills, and Carlsbad, luxury brands Rolex, Rolls-Royce and IWC, and many more. She is the 2022 President of PRSA Los Angeles.



MICHELLE SCHWARTZ
Chief External Affairs Officer
Los Angeles 2028 Olympic
and Paralympic Games

Michelle Schwartz is chief external affairs officer for the Los Angeles 2028 Olympic and Paralympic Games. Michelle leads the organization's external engagement efforts with key stakeholders in the newly created role, including overseeing Government relations, community engagement and communications. Schwartz joins the Organizing Committee from Los Angeles World Airports where she served as chief corporate strategy and affairs officer. Her role included overseeing policy development, stakeholder communications, social responsibility, guest experience and innovation.

Schwartz has previously worked as chief of staff of the Federal Aviation Administration, deputy chief of staff and legislative director to US Senator Frank R. Lautenberg, as well as senior director of Government Affairs for Charter Communications and deputy press secretary for US Senator Charles E. Schumer.



LAUREN SALISBURY
Director of Global Communications
Los Angeles Tourism
and Convention Board

Currently Director of Global Communications with the Los Angeles Tourism & Convention Board, Lauren is an experienced travel expert, having led the PR at Santa Monica Travel & Tourism, where she drove global publicity efforts to position Santa Monica as a world-class travel destination and leader in innovation, entertainment, and sustainability. She was also Director of Communications for Cultural Vistas, a nonprofit exchange organization promoting global understanding and collaboration among individuals and institutions and worked at destination marketing agency MMGY as well as at Walt Disney World.



ALEX COMISAR
Director of Communications
Office of LA Mayor Eric Garcetti

Director of Communications Alex Comisar joined the Garcetti administration in 2015, and previously served as Mayor Garcetti's Deputy Communications Director and Press Secretary, where he helped lead communications around the City's response to COVID-19 and several of Mayor Garcetti's core priorities, including confronting the homelessness crisis, reimagining public safety, and securing the 2028 Summer Olympic and Paralympic Games. A graduate of journalism from USC, Alex started his career in communications at Fiona Hutton & Associates followed by Cerrell Associates, where he was Public Affairs & Media Director.



Challenges of a Digital/Virtual World

Moderated by
Shawn Smith



SHAWN SMITH
Executive Director
Publicity & Communications
Global Brands & Experiences
WarnerMedia

Shawn Smith, PRSA-LA's president in 2019, is an accomplished Head of Global Communications with 15+ years of experience developing DE&I strategies and communications campaigns for global brands. She transforms businesses by leading positioning, competitive analysis, features prioritization, and internal/external communication initiatives, and by helping shape the voice of brands by growing and engaging loyal consumers. Shawn's experience includes work at agencies Tobin & Associates, Rogers & Cowan PMK, and at The Walt Disney company where she managed consumer products and D&I communication strategies for a \$52 billion licensing business across Disney, Pixar, Marvel, and Lucasfilm.



JENNY CONNELLY
Executive Vice President
Product & Technology
Penske Media

Jenny Connelly is a senior digital executive with broad product strategy and digital operations expertise. As PMC's Executive Vice President of Product and Technology, she owns PMC's technology platforms and product roadmap and oversees the company's engineering and product management teams. Her prior experience includes Dreamworks NOVA, an enterprise SaaS software company that spun out of Dreamworks Animation, Live Nation Entertainment, where she was the Senior Vice President of Digital for Live Nation Studios and was responsible for all technology (mobile, web, platform) for the company's new media and content division, and Live Nation Labs, a start-up incubator within Live Nation Entertainment.



BRETT HYMAN
President and Founder
NVE Experience Agency

Brett Hyman is the President, CEO and Founder of NVE Experience Agency (NVE), a privately-owned integrated marketing and experiential production company with offices in Los Angeles, New York and London. Guided by the principle that the right moment will transform someone forever, Brett leads a team of cross-industry experts to deliver culturally connected campaigns and transformative experiences for some of the world's most iconic brands and Fortune 500 companies. A champion of risk-taking, he strategically invests in areas he knows will bring value back to employees and clients including the vertical integration of Treehouse Fabrication & Scenic, the community-based platform The Future Party and most recently the 2020 launches of the agency's new Content division, Experiential Publicity department and interactive studio COGNITION.



JONATHAN JORDAN
General Manager
Edelman

Jonathan Jordan is General Manager of Edelman Los Angeles, and formerly executive vice president and head of the employee experience practice for the western U.S. region. He has advised over 60 clients in Employee Experience, Business Transformation and D&I advisory. He specializes in helping companies to inspire minds, mobilize hearts and change behaviors through communications, marketing and change management. Prior to Edelman, he was a principal in the Organizational Effectiveness practice at Slalom Consulting, where he helped to pioneer a "change as a platform" enterprise framework and delivery team effectiveness maturity model. Before that, he oversaw large-scale change management programs while at Ernst & Young's People Advisory Services practice, organized artist marketing campaigns while at Tommy Boy Entertainment and began his career as a human capital consultant at Booz Allen Hamilton.

