

# Precision Execution of All Your Communications

Take your messaging from *noise* to *noticeable*.

## Jeff Pizzino, APR

AuthenticityPR | Chief Authentic Officer

Converus Inc. | Chief Communications Officer (fractional)

Jeffery E. Pizzino, APR is a spin-free public relations pro who is passionate about telling your story with clarity, impact and *authenticity*. He began his career in 1987 at Ketchum Public Relations in New York City. His work history includes Johnson & Johnson, the Jefferson Institute, the Gemological Institute of America, The Penta Water Company, Isagenix, and several entrepreneurial ventures. He's currently the Chief Authentic Officer at AuthenticityPR, based in Johnson City, TN.

Jeff also functions as the fractional CCO for technology startup Converus – one of his clients – and can do the same for you.

Jeff's accomplishments include securing press stories in and interviews with countless local and national press outlets and podcasts, fine-tuning corporate and product messaging/storytelling (including creating taglines for several multi-million-dollar companies), securing celebrity product endorsements, negotiating for product placement on TV shows and in movies, and creating employee ambassadors by strengthening corporate culture.

Jeff has an MBA in Management from Western International University and a Bachelor of Arts degree in Communications – with an emphasis in Public Relations – from Brigham Young University. He's also earned his APR (Accredited in Public Relations) from the Public Relations Society of America.

He's a native of Milwaukee, Wisconsin, but also holds an Italian citizenship. Jeff and his storyteller wife Leticia have four children and three granddaughters.



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