

## Audrey Ponzio

**APC Collective** | [audrey@APCcollective.com](mailto:audrey@APCcollective.com)

Audrey Ponzio is the founding partner of APC Collective, where she develops communications, marketing, and social programs to help clients simultaneously grow their reach, influence and impact. Specializing in integrated marketing and community engagement, Audrey has counseled and developed best-in-class programs for leading brands including Sprint, McDonald's, GE, Starbucks, Kraft Foods, Unilever, Johnson & Johnson, Pfizer, Time Warner Cable, The American Heart Association, Delta, and PepsiCo.

Prior to launching APC Collective, Audrey helped rebuild Edelman's multicultural practice in New York City as Senior Vice President. Her team created award winning multicultural campaigns for a diverse portfolio of companies across every sector, including public affairs for corporate, health, consumer, food & beverage, entertainment, and travel & tourism. Audrey's career began with Fleishman Hillard from where she was recruited to manage her client's marketing efforts and corporate positioning prior to their acquisition. Post tech, Audrey helped LatinWorks, an award winning ad agency develop their PR team and programs for clients seeking to grow their connection within the rapidly growing Hispanic population.

Audrey graduated from the University of Texas in Austin, where she received her Bachelor of Science in Corporate Communications. She also holds a Masters in Public Administration from Columbia University. An advocate of education and empowerment for underserved communities, Audrey also has served as counsel to non-profits across the U.S. and Latin America; including Blue Engine, Voto Latino, Alaska House, American Indian College Fund, Mi Sangre Foundation and The Maureen Orth Foundation. She is an active board member of the Austin Hispanic Alliance and Las Comadres.