

CHRISTINA FERZLI

Strategist, Attorney, Writer, & Policy Advisor

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PROFESSIONAL EXPERIENCE

WeWork, Inc.

Global Head of Public Affairs and Communications

January 2021 – present New York, N.Y.

Ocean Spray Cranberries, Inc.

Head of Global Corporate Affairs and Communications

December 2018 – January 2021 Boston, M.A.

- PR, Media, and Communications**
 - Develop and execute long-term, interwoven communications strategies, leveraging social, digital, traditional, and experiential channels to build trust, relevancy, and credibility for Ocean Spray as a health-focused company
 - Develop, design, and launch corporate identity platform to encompass Ocean Spray re-brand, allowing for better communication on diversification of portfolio, improved social responsibility programming, and expanded market channels
- Integrated Partnerships:**
 - Identify, develop, and build integrated partnerships to shift brand proposition, drive volume, grow consumer base, launch innovation, leverage media, and elevate awareness
 - Through CSR, develop in-kind partnership with celebrities to drive earned media
 - Forge public-private partnerships and meaningful relationships with Congressional members, administration leaders, NGOs, and think-tanks
- Sustainability and Global Impact:**
 - Develop and successfully implement three-pronged, holistic global impact program
 - Develop and execute health and sustainability-focused investment and philanthropic strategy, harnessing both national and grass-roots efforts to tout one, unified purpose resulting in a strategic external platform that builds credibility and drives volume
- Government Affairs:**
 - Direct lobbying on trade, tariffs, appropriations, conservancy, grants, labeling, and nutrition
 - Strategically develop & leverage Ocean Spray Political Action Committee to drive business goals
 - Launch cross-sector industry "Food is Medicine" Coalition
- Internal Communications and Engagement:**
 - Create a productive team culture with a "one-team one-goal" approach
 - Launch a company-wide cohesive, transparent, and relevant communications initiative to drive engagement and professional development

Milken Institute

Director, Center for Public Health

March 2017 – December 2018 Washington, D.C.

- Identify and drive ESG impact investments, connecting promising scale-able solutions with venture capitalists
- Forge strategic partnerships with the public and private sectors
- Ensure financial sustainability through aggressive, creative, and viable budgeting, communications, fundraising, and marketing

Michelle Obama's Partnership for a Healthier America

Strategy Director and Legal Counsel

February 2013 – March 2017 Washington, D.C.

PHA is a health organization led by former First Lady Michelle Obama

- Strategic Partnerships:**
 - Lead and develop more than thirty integrated, strategic partnerships that achieve success against key mission priorities and business goals, resulting in over \$50MM value
- Celebrity Engagement:**
 - Cultivate relationships with more than 85 celebrities to elevate awareness and drive growth
- Strategic Initiatives:**
 - Lead the creation and execution of a celebrity-laden marketing campaign including budget, partnerships, 360°media, communications, with a continued focus on campaign efficacy
- Fundraising:**
 - Ensure the organization's financial sustainability by establishing aggressive revenue goals and developing a sustainability plan to achieve goals, with an individual achieved \$5MM/yr goal
- Legal and Operational Success:**
 - Direct legal and compliance strategies by serving all the legal needs of PHA in an efficient, timely manner without compromising diligence and airtight contracts

Gibson Dunn & Crutcher LLP

Litigation; August 2010 – February 2013 Washington, D.C.

LIFE PHILOSOPHY

Hope is a weapon.

OFF PAPER

My attitude in life is
Eternally optimistic

The toughest lesson I've learned is
There are only 24 hours in a day

My super power is
Connecting dots

My best ideas come from
My inner child

The best advice I've been given is
Change is inevitable. Growth is optional.

STRENGTHS & QUIRKS

Relentless Relationship-builder Creative
Detail-oriented Loyal Laugh at my own jokes
SPSS Westlaw GIS LexisNexis Adobe

LANGUAGES

English Arabic French

EDUCATION

J.D., Georgetown University

B.A., Georgetown University

REFERENCES

Ryan Wilson, Senior Advisor, Milken Institute
@ rwilson@milkeninstitute.org

Brian Schiegg, COO, Ocean Spray
@ bschiegg@oceanspray.com

A DAY OF MY LIFE

