



**Ron W. Roecker** is a brand communications senior strategist; team-, account- and practice-builder; client confidant; entrepreneur; revenue-generator; pop culture expert; and creative madman. He has developed communications and PR campaigns, events, creative platforms, teams and initiatives for Microsoft Xbox360, Mattel, Hyundai, NASCAR, Nestle, Nike, NBA, GRAMMY Awards, Latin GRAMMY Awards, Heineken, GE, Travelocity, Hilton, Coca-Cola, Invisalign and more.

He's collaborated with entertainment properties and celebrities, including CBS Television, Netflix's *Stranger Things*, Univision, NBC Universal, *Teen Choice*, Universal FanCon, Columbia Tri-Star, Maroon5, Kelly Clarkson, OneRepublic, Kanye West, Zac Efron, [Will.i.Am](#), Ludacris, Pete Wentz, Pink and more.

He's helped build and/or create consumer brand marketing and entertainment practices for Ketchum, MS&L and Taylor PR, and has established communications departments, teams, practices and policies for The Recording Academy, Latin Recording Academy, Live Earth, Universal FanCon and more.

He's worked with global non-profits and initiatives including World Wildlife Fund, Live Earth/Live Earth India, MusiCares, GRAMMY Museum, Wounded Warrior Project, Special Olympics and Playing for Change Foundation.

Ron is an expert in media relations and public speaking training, as well as creative facilitation and crisis communications/issues management.

He has been featured as a music and pop culture expert on *Entertainment Tonight*, *Access Hollywood*, *BBC*, *CNN*, *MTV*, *Today Show*, *Good Morning America*, and other national and international outlets.

He was a delegate to the *Music Forum between America and China* in Beijing, China, and coordinated the largest media event in India's history for Live Earth India.

Ron's achievements have been recognized and honored by PRSA *Best in Show* PRISM, HALO, Telly, CIPRA, MarCom, and PRWeek awards. He was a finalist for PRNews *PR Professional of the Year* and has served on many national and local PRSA and non-profit Boards.

Ron grew up in the Midwest, lives in Los Angeles and is the favorite uncle to several amazing human beings! He's a pop culture freak and an award-winning writer and artist who, in both his personal and professional life, is dedicated to helping people and brands rediscover their creativity, inspiration and human connectedness.