

How to be a Persuasive Communicator

Rachel Kerestes

Rachel Kerestes is the Vice President of Marketing and Communications at Lutheran Services in America. Prior to joining Lutheran Services in America, Rachel was a Principal at The Fratelli Group where she devised and led successful public affairs, communications and brand campaigns for clients including Fortune 10 companies, leading trade associations and national nonprofits. Rachel also previously served as Strategy Director at MiresBall—a West Coast-based brand agency—where she led the brand strategy practice and the agency's marketing, public relations and business development teams. She was also as Vice President of Research at National Strategies, Inc., Managing Director of the Council for Biotechnology Information at BIO, Director of Government Relations at the Lupus Foundation of America and Director of Policy and Research at PhRMA. Rachel has been a spokesperson for both business and nonprofit groups alike and is a regular media commentator on brand, marketing and advertising issues. She holds a B.A. from Mount Holyoke College and an M.P.P. from Georgetown University.