

Ellen Gerstein is a seasoned marketing and communications professional with over 20 years of experience leading programs that enhance brand reputation and loyalty. She is skilled at creating integrated campaigns that blend content marketing, digital strategies, media relations, and influencer engagement to achieve goals. Currently she is the head of Digital Communications and Social Media at Pfizer, Inc., where she and her team uncover actionable insights through data and analytics, and translate these into impactful content that engages diverse audiences. Ellen also launched Pfizer's first employee engagement platform, allowing colleagues to "lead the conversation" in social media. Prior to Pfizer, she held leadership positions at Hachette Book Group, Save the Children, and BlogHer; however, her most cocktail party-conversation-worthy role was "For Dummies" Brand Manager (yes, the yellow and black books) at Wiley Publishing. She lives outside NYC with her human family and pandemic puppy Abby Wambark.