

Ellen Gerstein (she/her) is the Senior Director, Content Strategy & Employee Engagement, Corporate Affairs for Pfizer, where she leads above-brand digital and social content strategy as a part of the company's global media relations and digital communications team. A leader with more than 20 years of delivering outstanding results, Gerstein is an accomplished marketer and communicator with a vast background in creating successful social media engagement and innovative marketing strategies. Prior to Pfizer, she held leadership positions at organizations in a diverse range of industries, including publishing, nonprofit and media. Her most cocktail party-conversation-worthy role was Wiley Publishing's head of global social media and "For Dummies" brand manager (yes, the yellow and black books).