

Jessica Kleiman is senior vice president, global communications at Peloton, the leading interactive fitness platform, where she oversees the brand's public relations, corporate communications, internal communications and social media initiatives. She joined Peloton in April 2018 as vice president of global communications, a newly created role.

Before that, she spent two years leading consumer communications at Instagram, where she spearheaded PR for the social media platform's entertainment, fashion, music, teens, sports and news verticals, as well as social impact and community.

Previously, Kleiman spent over a decade at Hearst Magazines, working her way up from senior manager to vice president of public relations. There, she managed PR efforts for 20 U.S. media brands, including *Cosmopolitan*, *ELLE*, *Esquire*, *Food Network Magazine* and *Harper's Bazaar*, as well as digital media, international and brand development initiatives.

Prior to that, Kleiman led PR and IR for The Knot, Inc., the nation's leading wedding website and media company, and helped take the company public.

Kleiman co-authored the book, [\*Be Your Own Best Publicist: How to Use PR Techniques to Get Noticed, Hired and Rewarded at Work\*](#), and has written for many media outlets over the years. She graduated with a B.A. in Communication from the University of Michigan and lives in Brooklyn, NY with her husband and daughter.