



Shonali Burke, ABC* Speaker Bio



Shonali Burke is Principal of [Shonali Burke Consulting](#), "an agency of one" based in the Washington, D.C., area. She is in her 14th year in the communications field, and her experience includes working at small and large agencies, as well as a stint as the ASPCA's Vice President, Media & Communications, where she recreated the communication function for the country's oldest animal welfare organization and instituted its award-winning measurement program.

An *accredited business communicator, Shonali was named a [measurement maven by KDPaine & Partners in 2006](#), named to *PRWeek*'s first [top "40 Under 40"](#) list of US-based public relations professionals in 2007, and one of the [Institute for Public Relations' three Jack Felton Golden Ruler Award](#) winners of 2008. She is Adjunct Faculty at Johns Hopkins University's M.A. in Communications program, where she teaches a course on non-profit communication in the digital age, and also edits Network Solutions' [Women Grow Business](#) community blog. Shonali is President of [IABC/DC Metro](#) and serves on IABC's International Accreditation Council as Director of Marketing.

Shonali is frequently invited to speak on several topics related to public relations and integrated marketing communications, including crisis communications, measurement, effective integrated marketing and public relations, cause marketing, PR on a budget, and social media. She has been cited several times in *PRWeek* and *The Measurement Standard* for her cutting-edge use of media communications and emphasis on measurable communications. In 2010, the highly-regarded TopRank's Online Marketing Blog as one of [25 Women That Rock Social Media](#), and her effective use of [Twitter](#) as a communications tool during the 2008 Mumbai terror siege was noted by both [bloggers](#) and mainstream media.

Select past speaking engagements include the 2007, 2008 and 2009 Vocus Users Conferences, Goodwill Industries International's (GII) 2008 & 2009 Summer Learning Series, the Institute for Public Relations' 2008 Measurement Summit, and PRSA's (Public Relations Society of America) 2008 and 2009 International Conferences. "A delight to hear;" "great speaker, relevant information;" "[I found]... Shonali Burke's presentation and generous advice greatly helpful;" these are typical of attendee feedback on Shonali's many presentations.

Shonali lives in the Washington, D.C., metro area with her husband and three dogs, Chuck, Suzy Q. and Lola. She blogs at [Waxing UnLyrical](#) and tweets as [@shonali](#).