CHRISTINA P.C. STEED, M.A.

Executive-level Communications Leader

Areas of Expertise: Public Relations, Marketing, Corporate Communications, Diversity, Equity, Inclusion, Belonging, Multicultural Marketing, Consumer Insights Global Communications, Crisis and Issues Management, Introvert Leadership

Christina Steed is an award-winning marketing communication expert who partners with global companies, nonprofits, and agencies with Agents & Strategies (A&S), a Black-owned, women-led communications and cultural consultancy company. Her experience includes previously serving as executive vice president of client relations for an agency in Chicago. Her expertise includes new business development, crisis and issues management, client relations, diversity, equity, inclusion, belonging and internal and external marketing communications. Her extensive brand experience includes McDonald's, AT&T, City of Chicago, Blue Cross Blue Shield Association, Nielsen, The Dow Chemical Company, Nike Chicago, and several more in various industries. Additionally, she provided strategic issues management and counsel for companies including Ferrara USA, Cox Communications, Poetry Foundation, Bimbo Bakery, Commonwealth Edison, and several others.

Christina’s background includes a mix of journalism, consumer, and business-to-business (B2B) public relations and marketing communications, social media, content marketing, stakeholder

engagement, trade show marketing, and international communications. She has previously held management positions with Golin, a small B2B marcom agency focused on global trade show

marketing, and an international food service packaging manufacturer.

With a lifelong commitment to quality storytelling, she began her career in broadcast journalism after receiving her B.S. in Journalism from the University of Illinois at Urbana-Champaign and her M.A. in Strategic Communication from the University of Missouri-Columbia’s School of Journalism.

Christina has been featured in PR Week, PR News, PR Newswire, and Rolling Out. She is also a podcaster with her podcast Firsts Over Forty and the creator/host/producer of the show For the Culture with Christina Steed. She is an adjunct professor and a Visiting Industry Professional fellow in the College of Communication with a focus on multicultural marketing communications at DePaul University as well as serves on the dean’s advisory board.

Christina enjoys reading, writing, traveling, attending live concerts, yoga, and gardening. She is a former board member and treasurer of the Publicity Club of Chicago (PCC) and has held memberships with the Black Public Relations Society (BPRS), ColorComm, and the National Association of Black Journalists (NABJ). She is currently co-chair of the DePaul student chapter of NABJ. She previously served as chair of the board of Chicago State University Foundation as well as a board member of Girls Like Me Project, Open Books, and the South Side Community Art Center. She currently serves on the board of the Chicago Reader. She has been recognized as one of PR Week’s 40 under 40 Rising Stars, Ariel Investments and WVON’s 1690 40 Game Changers in Chicago and has received numerous awards for her marketing communications campaigns from Bulldog Reporter, PCC, NABJ, and other organizations. A native of Chicago’s south suburbs, she is married and currently resides in Chicago and Atlanta.

Visit Christina’s website at www.christinasteed.com and follow her on LinkedIn.