

Colleen Rooney is SVP and CCO at Signet Jewelers. She joined Signet in September 2019 and oversees communications for internal and external stakeholders, expands positive relationships with opinion leaders and the media, and evolves corporate social responsibility strategies.

Rooney has more than 25 years of experience, including influential communication positions with highly respected global companies such as Qurate Retail Group, parent company of innovative retailers QVC, HSN and Zulily, where she served as its CCO. Rooney has also been a key leader in other important transformations at DuPont, GE, Comcast, and NBCUniversal.

A creative storyteller, newsroom-style leader and energetic optimist, she has spent her career protecting and elevating brands in transformative companies. Rooney has a particular talent for building newsroom-style communication teams, empowering leaders to find their inner spokesperson and protecting brands during crisis.