

Jennifer Risi is the founder and president of The Sway Effect, a network of independent marketing and communications agencies focused on driving brand reputation and integrating diversity, equity and inclusion into all aspects of business today. Its network includes experts in PR and influence, brand marketing, creative, social impact, research and measurement, and diversity, equity and inclusion programming.

Risi is a seasoned communications executive with more than 15 years of experience in international reputation, strategic global media relations, CEO positioning, organizational design, and crisis communications. She is also an expert in nation branding – having led award-winning global campaigns for Mexico, Colombia, the U.S., and Indonesia. Her clients are CEOs and heads of state the world over.

Risi, who previously held multiple senior-level roles at Ogilvy & Mather, is a champion for diversity – often writing and speaking on key issues as well as mentoring and sponsoring next-generation talent. She is also a member of the 4A's Foundation Board and forged Ogilvy's membership with the Unstereotype Alliance. She serves as an ongoing advisor to UN Women and UN Women Executive Director, Phumzile Mlambo-Ngcuka. Notably, during her career, Risi launched UN Women's HeForShe campaign, managed Bloomberg Philanthropies' Climate Summit for Local Leaders at COP21, and handled the Citizens Financial Group IPO.

Risi was inducted into the 2019 PRWeek Hall of Femme and has been named a PR News Top Women in PR for three years in a row. She has won multiple awards for her corporate reputation and nation branding campaigns from Cannes Lions, Clios, One Show, PRWeek and The Holmes Report. Risi also led a cross-agency team and was awarded the UN Foundation's Global Leadership Award for Common Ground's LXL campaign.

Risi lives in New York City and is an alumna of Barnard College, Columbia University.