

**Nicole Arens,  
Executive Vice President, Healthcare – Public Health  
Weber Shandwick**

Bringing nearly 20 years of healthcare communications experience, Nicole Arens offers clients strategic communications counsel and programming, leading campaigns rooted in behavior change theory and grounded by formative research at the intersection of public health and health policy. She currently leads Weber Shandwick's public health work, overseeing several federal contracts engaging a diverse set of Americans on critical public health needs and encompassing audience research, media analytics, campaign development and implementation, and measurement. Over the course of her career, Nicole's work spans the healthcare sector including pharmaceutical, health insurance, association, and federal government clients on topics ranging from vaccination to mental health policy to health insurance literacy to maternal health. She is based in Weber Shandwick's Washington, D.C. office.