



**germinder**  
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**Lea-Ann Germinder,**  
*PhD, APR Fellow PRSA  
Founder + President*

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**Lea-Ann Germinder** is an innovator in the world of strategic communication and public relations, with a profound belief in the power of possibilities. Her extensive career, spanning over four decades, is marked by the creation of transformative programs for global corporations from A to Z, **strategic counsel** to senior management and CEOs, and extensive research in public relations' use of and contribution to responsible artificial intelligence (RAI). Germinder's award-winning work has influenced audiences across the continental U.S., Canada, Europe and Australia.

*Strategic Counsel*

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*Responsible PR for Responsible AI*

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*Reputation Management*

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*Social + Traditional Media*

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*Brand-Building Campaigns or Turnkey Projects*

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*Market Research*

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*Speaking Engagements + Workshops*

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## About Germinder + Associates

Established in 1998, **Germinder + Associates, Inc.** operates out of the New York City area and Kansas City, Missouri, the heart of the U.S. Midwest. The firm specializes in providing strategic communication services to a wide range of clients entering the U.S. market, launching new products, or seeking specialized strategic counsel. Germinder + Associates leverages decades of global experience and a portfolio of award-winning work, including best practices in responsible AI. We offer comprehensive solutions designed to ensure the success of your projects, with a proven ability to collaborate with domestic and global team members and agency partners to deliver measurable results.

### Sample Client Experience *(Full roster and relevant case studies available)*



Bayer HealthCare



lookandfeel  
new media



zoetis

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