



PUBLIC RELATIONS



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As principal strategist and owner of Piper & Gold Public Relations, Kate works with clients ranging from government agencies to entrepreneurial start-ups helping them tell their stories. She specializes in incorporating digital media into traditional public relations practices. In addition to teaching advertising, digital media, public relations and consumer behavior at Michigan State University, Lansing Community College and Sienna Heights University, she has spoken at conferences around the country on the importance of strategy in social media, building community relations programs and media relations with a customer service attitude.

Kate holds a Master of Science in integrated marketing communications from Eastern Michigan University. She obtained a bachelor's degree in interdisciplinary humanities from Michigan State University.

Kate currently serves as a national assembly delegate of the Central Michigan Chapter of the Public Relations Society of America and is a Past President. She also sits on the boards of Capital Region Community Foundation and Impression 5 Science Center. She is a founding member of the [NextGen@Wharton](#) Steering Committee for the Wharton Center for Performing Arts, where she also sits on Wharton's Advisory Committee. In 2009, she helped to found the education-focused nonprofit Keep Learning... Our Future Depends On It.