

Elisabeth Handler

With experience at large and small agencies and managing in-house corporate public relations for national and regional companies and organizations, Elisabeth has worked with technology, healthcare, consumer product and corporate clients. As an independent content strategist, she developed content for San Jose-based design firm AAI, the HeartMath Institute, Age-Friendly Santa Clara County, healthcare start-up HelpMeWell, national job site HireMojo.com, and for several years managed coordination of 80+ speakers and implemented media relations for San Jose's answer to SxSW - Creative Convergence Silicon Valley (C2SV). She has managed account work and created national communication strategies for clients such as Santa Clara Valley Medical Center, Santa Clara County Toshiba America, Hewlett-Packard, UPI, Novell, Microsoft, Lower My Bills, Levi-Strauss, Anheuser-Busch, Ralston-Purina, Blue Cross of California, PacifiCare Health Systems, AMI Hospitals, and California Milk Advisory Board. After moving to San José, she served as Public Information Officer for Santa Clara Family Health Plan, and managed a regional integrated communications agency in Silicon Valley with clients in the retail, construction, technology, wine, healthcare and not-for-profit sectors. With a degree in cultural anthropology from Harvard University, she is accredited by the Public Relations Society of America, and for 12 years she taught public relations at the University of Southern California's Annenberg School for Communication, at the undergraduate and graduate levels. She served on the Board of Directors of the American Diabetes Association-Silicon Valley and Public Relations Society of America Silicon Valley chapter.