



## **Renée Edelman**

Senior Vice President, Edelman



Renée Edelman advises clients on building relationships with media and other influencers to drive sales. She also promotes Edelman's Good Purpose and Global Technology and Digital practices. Ms. Edelman has worked in Edelman's Technology Practice for more than 20 years. She handles business media for Silicon Valley-based companies, including Serena Software, ad:tech, and Immersion, and special projects for Adobe and Symantec. In 1998, she helped found DJ Edelman's second PR brand, PR21, where she led work for Oracle. In 1996, she created Edelman New Media and worked on Internet pioneers Yoyodyne, GeoCities, CNNfn.com, and Time Inc. New Media. Ms. Edelman graduated from Yale University and Columbia University's Graduate School of Journalism. She is a director of the Children's Museum of Manhattan and OneWebDay.