



Amira K.S. Barger, MBA, CVA, CFRE

Amira Barger is an award-winning Executive Vice President of Communications and Head of DEI Advisory, providing senior reputation management and polycultural counsel to clients across the globe. Recently named Woman of the Year by Women Health Care Executives, Top 100 Executives by Involve People, Top CMOs of 2024 by the CMO Alliance, Top 50 Global DEI Professionals by OnConferences, Top 100 People Leaders by Mogul, Fearlessly Authentic Leader by Leaderology, and 30 under 40 in Healthcare Innovation by Business Insider - Amira is a scholar, practitioner and thought leader who brings more than 20 years of experience in strategic communications that reach stakeholders, mobilize the community and inspire action.

Amira has global experience in pharma/healthcare communications, corporate branding, web and social media, M&A experience, media relations, team management, sustainability/social impact, reputation management, and DEI. Throughout her career, Amira has utilized these competency areas for clients such as: CVS Health, Eli Lilly, Walgreens, Hologic, Genentech, Pfizer, GSK/Haleon, BMS, Zoetis, Alkermes, Regeneron, Amgen, Medtronic, Children's Miracle Network, Kaiser Permanente, First 5 Los Angeles, Covered California, Centers for Disease Control and Prevention, FEMA, and California Community Colleges.

At California State University East Bay she serves as a Professor in marketing, communications, and change management joining the faculty in 2019. She is a guest lecturer at the Harvard T.H. Chan School of Public Health in the Public Health for Business Leaders program. She is a data-informed, organizational architect who leverages design thinking to advance DEI and solve complex challenges. Prior to joining Edelman, Amira served as Senior Vice President, Public Relations and Public Affairs at Ogilvy where she led efforts to support government, corporate and non-profit clients in adopting equity-centered practices to reach historically underserved communities. She also worked in the nonprofit sector for 14 years tackling pressing, public issues that impact us all with organizations like the Public Health Institute, Feeding America and the Crohn's & Colitis Foundation of America.

She holds a B.A. in Marketing from Vanguard University, an MBA from Letourneau University, and invested in her professional development by receiving DEI Certifications from Cornell University, University of South Florida, and SDS Global Enterprises Inc. Amira is a passionate life-long learner, having received her CVA (Certified Volunteer Administrator) and CFRE (Certified Fund Raising Executive) designations. Amira maintains active memberships with: American Public Health Association, Public Relations Society of America, Association of Fundraising Professionals, and the National Association of Black Journalists. She is an avid writer for MSNBC, Fast Company and more - and her thought leadership, from bylines to webinars to podcasts, can be found here: <https://www.clippings.me/amirabarger>

Amira actively participates in organizations aligned to her passion for community service and efforts to empower historically underserved communities; she serves on the Board of By the Bay Health, Dining Out for Life International, Journalistic Learning Initiative, the Council for Certification in Volunteer Administration, Valero-Benicia Refinery Community Advisory Board, and the City of Benicia Commission United for Racial Equity. In her spare time, Amira and her family work their way through collecting stamps in the National Park Service Passport Cancellation Book. They plan to visit all 417 national parks/monuments in the U.S. as proud #RoadTripWarriors. Amira lives in Benicia, CA with Jonathan, her life partner of 20+ years, their 11-year-old daughter Audrey and their furry sons Bucky the blue-eyed silver Labrador and Potato the toy poodle.