



## 2024 Page Spring Seminar



**Kelli Parsons**  
**Chair, Page Society, Global Chair,**  
**Corporate Affairs & Advisory**  
**Hill & Knowlton**

Kelli Parsons advises clients on reputation management, corporate and financial communication, public affairs, and business transformation. She has expertise in stakeholder engagement to align and mobilize strategy across organizations and among constituents.

As Chief Communications Officer at United Technologies (UTC), Kelli led the multi-stakeholder communication

strategy for the company's transformation, including its acquisition and integration of Rockwell Collins, spins of Carrier and Otis, and \$74 billion merger with Raytheon. She positioned UTC as an aviation innovator in its transition from conglomerate to aerospace leader while equipping employees for large-scale change. Kelli led a strategic initiative to elevate the company's reputation for social impact and sustainability. As CCO of Fannie Mae, Kelli rebuilt trust and reputation during the historic turnaround of the \$3 trillion housing finance company. She authored the Progress platform, successfully communicating the transformation to policy makers, investors, financial institutions, employees and consumers. The company's digital consumer education campaign produced \$50M in credit loss savings and prevented one million foreclosures. She led the largest charitable foundation dedicated to housing issues. Kelli navigated a hostile political climate and managed complex governance, legal and regulatory matters. For these achievements, PRWeek recognized Kelli as a Most Powerful Leader and Fannie Mae as Communications Team of the Year.



Kelli served as CCMO of New York Life insurance and investment management company and global private equity firm Warburg Pincus. At New York Life, Kelli created its first integrated marketing strategy, attaining record levels of brand awareness and client engagement. She also created a transformation communication strategy, achieving 90 percent positive employee opinion.

Earlier, Kelli led H&K's largest global client relationship and its New York and Washington, DC markets. She began her career as an award-winning television news reporter.

Kelli is chair of the board of trustees of Page, the professional association for senior strategic Communication leaders.