Andrea Coville
CEO
Brodeur Partners

For 25 years Andy Coville has developed and executed high-performing global communications campaigns for organizations in the business-to-business, consumer products and healthcare markets. Her agency’s extensive client roster has included Eaton Vance, Sanofi, FM Global, Corning, the American Cancer Society (ACS), IBM, MasterCard, Phillips, RIM (Blackberry), Bio, Vertex, 3M and GE Plastics.

In addition to overseeing Brodeur’s strategic direction and operations, Andy specializes in helping organizations achieve relevance, an elevated brand state that fully engages the market’s emotions, senses and community-minded impulses.

Andy joined Brodeur in 1986 and became partner in 1990. After being appointed CEO in 1999, she took responsibility for the agency's global footprint. She has since diversified Brodeur Partners from a public relations firm specializing in technology to a multidisciplinary communications agency focusing on full-service communications, digital strategies, social change and business consulting. During that process she has overseen the acquisition of companies that have expanded the agency’s portfolio in life science, policy, online strategy and branding. She has overseen Brodeur’s healthcare practice since its inception with particular emphasis on medical device and bio/pharma clients.

Andy has led the creative planning process for three global movements, specifically around cancer, hepatitis C and entrepreneurship. She has also developed a consulting practice focusing on leadership for women. She frequently leads workshops on social media and brand transformation.

Under her stewardship, Brodeur has won several awards, notably PR Week’s “Agency of the Year” as well as “Best Non-Profit Branding Campaign.”

Andy has a degree in journalism and English literature from UNH and attended Colby College. Her book, *Relevance-The Power to Change Minds and Behavior*, was published in March 2014.

She is a mother of four children and has a passion for non-profits and social issues that advance the well-being of children.