



## **Kate Greenwood**

**Coordinator | NATIONAL Public Relations**

Kate strikes the balance between theory and practical understanding, which is vital for a Coordinator on the NATIONAL team. With every project she undertakes, Kate's attention to detail and passion for her work is evident. Her fascination with people and understanding their needs is a key driver in how Kate approaches her work. She believes that in order for a project to be successful, it must be designed with its stakeholders in mind. As such, Kate takes great care in asking the right questions throughout the planning and strategic development process to ensure that she understands what, and who, is most important.

As part of the NATIONAL Incident Response Team, Kate regularly works with clients and files that are gaining media attention. In this role, Kate evaluates conversations happening in both social and traditional media to identify insights and opportunities to better manage and optimize media relationships.