

Alyssa Abkowitz '00
Strategic Communications Consultant
Los Angeles, CA

Alyssa is a strategic communications consultant and leader with experience in creating and implementing content and brand transformation strategies. She has held positions as the VP, Global Product and Content at a neuroscience-based consultancy and VP, Content for a content-marketing agency whose clients include PwC, Aon and McKinsey.

She also headed up content at Korn Ferry Advance, the coaching business of the executive recruiter. Prior to working in this field, Alyssa worked for the Wall Street Journal for nearly a decade, where she covered real estate and tech and served as a foreign correspondent in Beijing. Her work has also appeared in Fortune, Bloomberg Businessweek and The New York Times. She lives in Los Angeles with her husband and two daughters.