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Lauren is an award-winning professional whose specialty is health and wellness communications, with a strong focus on women's health. She is also an acknowledged expert on the health and wellness issues of the Baby Boom generation. She is a creative and analytical thinker who has guided her clients in formulating communications strategies, launching and positioning products and services, extending brands, growing sales, forming third-party alliances and managing crises that impact their businesses.

Lauren has worked at leading global public relations agencies in senior positions for more than two decades, starting at Burson-Marsteller in the mid-1980s and most recently at Fleishman-Hillard Communications. She speaks regularly about public relations and healthcare communications at industry conferences and graduate schools, and has contributed articles to leading trade and business publications. She graduated with academic honors and a B.A. in English from the University of New Hampshire.