

Biography

Pete Codella, APR



Pete Codella is Accredited in public relations. He operates Codella Marketing and NewsCactus, an online newsroom software provider, and co-hosts the Online PR Podcast.

Pete's passion is the combination of technology and communication where new digital tools make engagement with all kinds of constituents not only possible, but plausible and fun. He's a social media evangelist, frequently consulting and coaching public relations practitioners and others how to effectively include social media tools and tactics in communication campaigns.

Pete is the co-author of *Integrated Marketing in the Digital World* and creator of *Using Social Media as a Tool for Public Relations*, a course he taught online for University of California, Irvine Extension.

Pete's professional experience includes working in corporate communications, a three-year stint as a university performing arts manager and publicist, serving as general manager for a public relations firm and public relations director for an advertising agency. He first opened Codella Marketing in 2002.

Named the 2007 Communicator of the Year by the International Association of Business Communicators/Las Vegas, Pete is a 15-year veteran, award-winning, strategic business communicator.

Pete is the only person to be elected president of both Las Vegas chapters of the International Association of Business Communicators and Public Relations Society of America. He has also completed a two-year stint as a member of the executive committee for the PRSA Independent Practitioners Alliance and served as a western district board member and assembly delegate for PRSA. In 2009 he co-founded and served as president of the Social Media Club of Salt Lake City, then chaired the first Social Media Club-sponsored awards program, the Utah Social Media Awards.

A former singing gondolier at The Venetian in Las Vegas, Pete holds a B.A. from Brigham Young University. He blogs at PeteCodella.com and can be found on Twitter @codella. He is a fortunate husband and proud father who enjoys spending time with his young family and their energetic weimaraner.