

## Biography

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### 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 co-author of *Integrated Marketing in the Digital World*. He teaches on various social media topics as an instructor for the University of California, Irvine Extension and adjunct instructor for the University of Utah. He is a member of the Program Advisory Committee for Stevens-Henager College.

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 16-year veteran, award-winning, strategic business communicator.

Pete served for two years as a member of the executive committee for the Public Relations Society of America Independent Practitioners Alliance. He has also served as a western district board member and assembly delegate for PRSA. He served as president of the Las Vegas Valley Chapter of PRSA in 2005 and president of the International Association of Business Communicators Las Vegas Chapter in 2008. In 2009 he co-founded and served as president of the Social Media Club of Salt Lake City and 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's song, *Crazy Little Thing The Web*, is the top "social media song" search result on YouTube. Pete holds a B.A. from Brigham Young University, 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 family and their energetic weimaraner.