

Deborah Kazenelson Deane, Los Angeles



Deborah is relentlessly focused on helping clients achieve their communications goals. Her diverse background includes working with both private and public sectors in industries ranging from healthcare and financial services to technology. She has developed and implemented strategic engagement campaigns for new product launches, corporate positioning, IPOs, and workplace and product issues. When needed, Deborah has also served as a bilingual spokesperson for many of her clients.

In her more than twenty-five year communications career, Deborah has worked with a wide array of health and corporate clients to provide counsel on crisis and issues management, reputation management, developing master narratives and positioning, executive visibility programs, and thought leadership campaigns. Her work in the biotech industry has included providing support during FDA and regulatory matters, product recalls, IPOs, M&A's, shareholder activism, and corporate communications. She has also provided strategic counsel to Kaiser Permanente, Shire Pharmaceuticals, Experian, Shell, Western Digital Corporation, Payoff, Inc., Mattel, Chevron and Symantec, among others.

Since joining inVentiv Health, Deb has led global work for Amgen's CV portfolio where her responsibilities included product awareness, issues management and media relations. She has also provided strategic counsel, issues management and led master narrative and media trainings for BioMarin, Acadia and Emmaus Life Sciences. Prior to CCA, Deborah led Edelman's corporate practice in Los Angeles, with a specialty in healthcare and issues management. She also ran her own public relations consultancy that included work in healthcare, ad tech, financial communications, labor relations, and media relations.

Before going out on her own, Deborah worked at PainePR, where she was vice president and general manager of the Los Angeles office that she helped to launch. Her clients included Amgen, Inc. (crisis, product, community relations). Prior to that she worked for Hill and Knowlton, where she managed public relations, financial communications, and public affairs activities for numerous clients.

Deborah is a member of the UCLA Fielding School of Public Health Dean's Advisory Council. She also serves on the Board of Directors of the Fielding School's Health Policy and Management Alumni Association and of L.A. Family Housing, a non-profit dedicated to erasing homelessness in Los Angeles. She holds a B.S. in Psychobiology and an M.S.P.H., both from UCLA.