

Speaker Spotlight



VANESSA HALL **Manager of Community** **Partnerships and Engagement,** **People Gas and North Shore Gas**

Vanessa Hall is manager of community partnerships and engagement for People Gas and North Shore Gas. In her role she is responsible for the company's corporate giving strategy while creating new initiatives to strategically tie corporate contributions to business objectives for Peoples Gas and North Shore Gas, including partnerships in areas of workforce development interests, STEM education initiatives, energy education program, and environmental programming support. Vanessa also manages all aspects of the corporate responsibility program including volunteerism, board placement of executives, event and sponsorship support, employee matching gift program, provides support to the company's ERG groups and serve as a spokesperson delivering messages to promote, build and maintain the company's brand position.

Vanessa began her career at Peoples Gas and North Shore in 2016 as manager of media relations. In that role she was responsible for media and public relations, serving as the primary company spokesperson as well as managing crisis communications and social media. She also led the coordination efforts to open the utility's more than 100,000 square foot, \$20 million, state-of-the-art training center in Little Village.

Prior to joining Peoples Gas and North Shore Gas, Vanessa was a consultant at Oak Street Health, and transitioned into a director of media and government role. During her tenure at Oak Street Health, she played an integral role in helping open 15 clinics nationally.

Vanessa has also delved into an entrepreneurial venture – in 2013 she founded her own PR and marketing firm, Hall Consulting, which managed projects for Latino Fashion Week, Chicago Fashion Fest, Jus Juus and Oak Street Health. Before launching her own business, she joined BMO Harris Bank as senior manager of corporate communications where she oversaw communications and public relations for retail banking and small business in Illinois and Wisconsin. Vanessa also served as assistant press secretary for the City of Chicago Mayor's Press Office under Mayors Richard M. Daley and Rahm Emanuel's administration.

She began her career in 2003 as a segment producer for Telemundo Chicago. Over four years she garnered three Emmy nominations. In 2007, Vanessa transitioned from news producer to talk show producer for In the Loop with iVillage on NBC. A Chicago native, Vanessa has a Bachelor of Arts degree in Journalism from Columbia College. She serves as a board member of the Garfield Park Conservatory Alliance, La Casa Norte and the Business Leadership Council at NLEI (National Latino Education Institute.)