



Laura Moore, Founder & President, LKTM Consulting Group, is a global communications executive with experience developing strategic programs to support growth and manage corporate reputation in consumer-facing and B2B organizations. She has proven leadership building collaborative teams and a strong track record for building and repositioning an organization's reputation. Her communications experience includes change management and culture initiatives, merger integrations, corporate turnarounds, and start-up consulting.

Laura has led communications for some of the world's most recognized brands, including sports equipment designer, developer and marketer BRG Sports, personal care company Kimberly-Clark, and national retailers RadioShack and Zale. Her communications work, and that of the teams she has led, has been recognized by the Corporate Executive Board, KPMG, and *PR Week Magazine*. Laura currently is founder and president of LKTM Consulting Group, a public relations and marketing consulting organization.

An accomplished business leader, Laura has expertise in public/media relations, marketing/brand building, digital/social media, internal communications, and issues/crisis management. She is a member of the Arthur W. Page Society and currently serves on the Boards of Directors for the Dallas Women's Foundation and the Dallas Chapter of Public Relations Society of America. Laura holds a journalism degree from Texas A&M University - Commerce.