

Michelle Hellyar is president of Hellyar Marketing Communications, a business-to-business practice blending influencer relations, digital marketing, content marketing, and public relations. Since opening its doors in 2006, Michelle has worked across industries supporting clients in the development and execution of strategic communications efforts, reaching target audiences with relevant stories and messaging that help move them into action. Prior to starting her own business, Michelle ran the public relations and marketing events functions for a large, Chicago-based technology firm. Previously, she held senior positions with Ketchum. Michelle is a graduate of the University of Utah and lives in Naperville, IL with her husband and two children.