

## ABOUT MARY BRIGGS, APR, CPRC



Mary Briggs is the System Director for Strategic Communications for Lee Health, the fourth largest public health care system in the United States. She is responsible for media relations, internal communications and physician communications.

Prior to joining Lee Health, Mary was the co-owner of Briggs & Rogers, a public relations and advertising firm based in Fort Myers, where she worked with a variety of client companies guiding them in their media relations, marketing communications, and advertising programs.

Before that, Mary held the position of corporate public relations director for Bonita Bay Group, a nationally known real estate developer based in Bonita Springs and as marketing director for Eye Centers of Florida, one of the country's largest ophthalmology practices.

Mary is accredited in public relations and is a certified public relations consultant. In 2006, Mary was named the Public Relations Professional of the Year by the Southwest Florida chapter of the Florida Public Relations Association. She has received numerous awards for her marketing and public relations programs, including a Webby Award from The International Academy of Digital Arts and Sciences, and a Nationals Award from the National Association of Home Builders.

In 2002, she was part of a team that received the All Florida Golden Image Award by the Florida Public Relations Association, the organization's highest honor.