

## **Joan Abrams '71, Assistant Professor of Communications, Director of the Master's in Communications Management**



### Speaking Topics:

- Brand Management
- Philanthropy

B.A., M.S., Simmons College  
M.P.A., Harvard University

Ms. Abrams graduated from Simmons College in 1971 with a degree in Communications. She pursued a career in public relations then became the first woman sales representative for Xerox in the New England area. Abrams went on to a career in marketing at Honeywell, Inc. where she was the Director of Marketing of the U.S. Computer Operations. Abrams received a graduate degree in Communications Management from Simmons College in 1991 and a Master's in Public Administration from Harvard University in 1993. After working in marketing in the private sector, Abrams found a niche in advocacy public relations concentrating in the arts, environment and healthcare. Prior to joining the Simmons Communications faculty, she served as President of the Festival of Ballet in Rhode Island. She also served as President of Save the Bay, and recently completed the job as chair of their \$10 million capital campaign.