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**ANDREA MOODY
SENIOR VICE PRESIDENT
FLEISHMAN-HILLARD RALEIGH-DURHAM**



Andrea Moody is a senior vice president in the Raleigh-Durham office and leads the healthcare practice in the North Carolina offices. Her public relations experience includes media relations, corporate communications, and strategic planning. Ms. Moody has worked with clients in a variety of healthcare industries and has a proven ability to increase client visibility, build effective communications programs, and create positive impressions among industry leaders and the public. She is also involved in Fleishman-Hillard's Clinical Trials Division and has provided crisis communications counsel to clients regarding FDA and other regulatory issues. Her clients include Sirtex, Duke Fuqua School of Business Health Sector Management Program, Greer Labs, PRA International, Hunton & Williams, and BioMedEcon. She has served as the local lead account member on media campaigns in conjunction with other Fleishman-Hillard offices including Neopharm, Visa, Proctor & Gamble, and Hormel Foods.

Before joining Fleishman-Hillard, she worked more than ten years as a television journalist. Most recently, she was a healthcare reporter/producer at WRAL-TV in Raleigh, N.C. During that time, Ms. Moody worked closely with various health organizations, hospitals/research centers, pharmaceutical companies, the CDC, and DHHS. She uses her contacts, writing and communications abilities to effectively communicate a company's needs and foster relationships with key media targets.

Ms. Moody's awards include a coveted Emmy nomination, several Associated Press reporting awards and the American Dietetic Association's National Media Excellence Award. She has attended prestigious fellowships including the CASE Media Fellowship at UNC-Chapel Hill. She volunteers and offers public relations counseling for the Pretty in Pink Foundation, a non-profit organization that provides affordable cancer treatments to breast cancer patients. In recent years she has served on the Triangle Aphasia Project Board, Wake County's Safe Kids Coalition and Carolina Donor Services Advisory Board.

Ms. Moody graduated cum laude with degrees in mass communications and English from East Tennessee State University, in Johnson City, Tenn.