

STAFF BIO



Pierce Nelson CHIEF COMMUNICATIONS OFFICER

Pierce Nelson has more than 35 years of communications experience working for the government, private and philanthropic sectors during his career.

At the CDC Foundation, Nelson serves as chief communications officer where he leads internal and external communications. In this role, he collaborates with leadership and team members across the Foundation to guide development of the Foundation's integrated communications strategy and has responsibility for advancing the Foundation's brand across all communication channels, including media, web and social media, thought leadership and storytelling. He joined the CDC

Foundation in 2012 as vice president for communications. He serves on the CDC Foundation's C-Suite Team.

While at the CDC Foundation, Nelson has led key communications efforts, including research and message development for strategic initiatives, the CDC Foundation's first rebranding in 20 years and communications for emergency responses from Ebola to Zika to COVID-19. During the COVID-19 pandemic, Pierce and the team at the CDC Foundation worked with a wide variety of partners to launch national communications campaigns as well as initiatives to connect with the business community.

Before joining the CDC Foundation, Nelson worked for the Federal Reserve Bank of Atlanta where he spent 15 years in several communications capacities, including assistant vice president and public information officer. His functional responsibilities included external communications, media relations, policy speeches, government outreach, crisis communication and the Bank's web/social outreach. Prior to his work at the Fed, Nelson served in public affairs and corporate communications positions with Riverwood International Corporation and the Georgia Department of Transportation.

Nelson serves on the advisory board for the Society for Health Communications and on the Georgia Council on Economic Education's communications committee. He previously served on the board of directors for Villa International in Atlanta.

He earned a Bachelor of Arts in communications from Georgia State University. In addition, he attended executive development programs at the Wharton School of the University of Pennsylvania and at Columbia University's business school.