

STAFF BIO



Pierce Nelson **Vice President for Communications**

Pierce Nelson joined the CDC Foundation in 2012 and has more than 30 years of communications experience working for the government, private and philanthropic sectors during his career.

At the CDC Foundation, Nelson leads strategic communications efforts, including oversight for the CDC Foundation's branding, media and thought leadership communications and for the Foundation's web and social media presence, executive communications, storytelling and event communications. He serves on the Foundation's executive 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, Nelson and the team at the CDC Foundation have worked with a wide variety of partners to launch national communications campaigns as well as initiatives to connect with the business community on COVID-19 vaccinations, health equity and support for the nation's public health system.

Before joining the CDC Foundation, Nelson worked for the Federal Reserve Bank of Atlanta where he spent the 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.

He serves on the board of the Georgia Council on Economic Education and on the Council's communications committee and on the board of directors of Villa International in Atlanta.

Nelson 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.