

## Trisha Gura



Trisha Gura, Consulting Vice President, joined GG+A in January 2016, bringing with her more than 25 years of experience in journalism, marketing, and communications. Trained as a molecular biologist and science journalist, she has the rare ability to communicate even the most technical aspects of science and healthcare as story.

Trisha currently serves as the Associate Director of Communications at Boston Children's Hospital, where she spearheads insightful and comprehensive communication strategies for campaigns and programmatic projects. Her skill at translating complex science into compelling arguments for giving has inspired and motivated a wide variety of donors, from grateful patients to doctors to international philanthropists.

Trisha was previously the Senior Science Writer at the hospital, devising strategy and materials that led to more than \$10 million annually in funding for scientific and medical projects and programs and managing creative teams that solicited donors with a capacity of \$500,000 or more.

Trisha previously worked at Feinstein Kean Healthcare agency, designing publications, developing content and branding, and originating strategy for an array of government, biotech, and pharmaceutical clients.

Trisha launched her communications and media career as a full-time staff reporter for the *Chicago Tribune* in 1992, focusing on the science and health beats. In 1995, she founded SciFlow, Inc., producing more than 100 articles for *Science*, more than 25 features for *Nature*, and dozens of pieces for *Nature Medicine*, *Nature Biotechnology*, and *Cell*. She has also written feature stories for more than a dozen consumer publications, including *Parents*, *Child*, *Scientific American Mind*, *Self*, *Yoga Journal*, and *Health*. Trisha has authored or contributed to five books, including *Lying in Weight: The Epidemic of Eating Disorders in Adult Women* (author) and *Body: The Complete Human* (co-author).

Trisha has also appeared on more than 30 radio and television programs, including several NPR programs and *Oprah*. She has worked for MIT, Harvard, and Sheppard Pratt Health System as a professional speaker on alternative science careers, eating disorders, and body image.

Earlier in her career, Trisha worked as a high school science teacher at Laurel School in Shaker Heights, Ohio, and as a lecturer at John Carroll University and Loyola University in Chicago. Trisha earned her PhD from Northwestern University in 1991, after graduating summa cum laude with a bachelor's degree in biochemistry from Xavier University.

Trisha has earned a number of awards in journalism, including the Knight Science Journalism Fellowship, American Association for the Advancement of Science Mass Media Fellowship, and Brandeis University Research Associate Award. She was also a Books for a Better Life finalist and has created or contributed to four blogs, including work in the *Huffington Post*.

During her tenure with GG+A, Trisha Gura has provided counsel to the following client institutions:

*American Association for the Advancement of Science*

*Cancer Research UK*

*University of Cambridge*

*INSEAD*

*University of Kiel*

*King's College London*

*Museum Kunst der Westküste*

*South Georgia Heritage Trust*