

Kate Speer



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Kate Speer is a people-first, results-driven connection creator with expertise in marketing, communication, engagement, counseling psychology, and positive culture building. Currently serving as the Vice President of Public Engagement Communications for a major global financial firm, Kate brings a wealth of experience and a diverse skill set to drive impactful business initiatives.

Previously, as the VP of Marketing, Engagement & Investor Relations for a prominent trucking company, Kate oversaw all aspects of the brand, earning recognition as a 2022 Transportation Marketing and Sales Association Top Brand Innovator and a 2023 Top Woman to Watch in Transportation by Women in Trucking. These accolades reflect her ability to craft compelling strategies that elevate brands and cultivate meaningful stakeholder relationships.

Kate is currently pursuing an MBA at Robert Morris University, complementing her undergraduate work in Marketing at the same institution. Additionally, she attended Duquesne University for counselor education, earned a Women in Leadership Certificate from Cornell University, and has completed the Leadership, Ethics, and Corporate Accountability program at Harvard University. Kate is a Certified Social Media Strategist from the National Institute of Social Media and holds a Lean Six Sigma Green Belt Certification.

In addition to her professional pursuits, Kate brings positive energy and enthusiasm to all aspects of life. Having been a Zumba instructor for a decade and owning a group fitness studio, she understands the importance of fostering a vibrant and healthy community. Kate actively volunteers and serves on multiple boards in the Pittsburgh area, contributing to the betterment of her local community. As a proud mother of four boys, two of whom play hockey, Kate values family and enjoys spending time at the ice rink. She is also an avid traveler and has explored all 48 continental states, embracing new experiences and perspectives along the way.

With a strong collaborative and innovative approach, Kate excels as a diverse business and marketing executive. She effortlessly navigates between macro-level strategy and detailed implementations, fostering brand identity, campaign excellence, and unique customer experiences that drive loyalty. Kate is recognized for building deep connections with stakeholders, fostering employee satisfaction, and acting as the authentic and positive voice and face of the brand in public relations, investor relations, and stakeholder communication.

A goal-oriented professional, Kate leverages her financial acumen and strategic consulting skills to drive high-level strategies while flawlessly executing day-to-day operations. She is sought-after as a speaker, podcast guest, brand storyteller, and trusted advisor to the C-Suite, consistently delivering results and propelling growth.