

Ms. Laurie Doyle Kelly
Associate Director, Head of Communications and CSR
Advanced Technology Investment Company (ATIC)

Laurie Doyle Kelly is the head of communications for ATIC. Laurie is responsible for the developments of ATIC's communication strategy and managing internal and external communications activities that promote, enhance, and protect the Company's brand reputation. In this role, Laurie also leads the company's CSR and employee engagement activities.

Laurie has nearly 20 years experience in technology communications, positioning global companies in a broad range of industries including consumer technology; digital imaging; business software; management consulting; systems integration and outsourcing; and semiconductors.

Prior to joining ATIC, Laurie was a managing director at Burson-Marsteller, a leading global public relations firm. Laurie ran the U.S. East Coast technology practice at Burson. Before her time with Burson, she held numerous strategic communications positions with SAP AG. She was the vice president of global public relations for SAP responsible for all corporate public relations, external executive communications, financial communications, business media relations and managing the company's global public relations network.

Laurie holds an MBA from TiasNimbas Business School in the Netherlands and a certificate in Global Leadership Development from INSEAD and SAP. She has a Bachelor of Arts degree in economics.