

Stacy Berns founded Berns Communications Group in 2002 after identifying a need for an innovative, sophisticated boutique corporate communications firm at the intersection of fashion, retail and technology. One of Stacy's core strengths is leveraging her established relationships with many of the top CEOs and executives in the retail, fashion, consumer and technology industries, as well as with members of national business and trade media. Stacy also has an innate ability to identify and articulate a story or message and communicate it effectively to customers, investors and other stakeholders.

These strengths have resulted in the successful development and implementation of strategic corporate communications programs for high-profile brands such as Alibaba, Afterpay, Donna Karan, Gucci and Saks Fifth Avenue, and corporate visibility campaigns for more than 200 public and private companies. Stacy has extensive experience creating communications strategies around company and product launches, store openings, financial transactions and key personnel changes, always focusing on obtaining the best possible exposure for her clients.

Recognizing the changing needs of her clients and the evolving landscape of communications in the retail sector, Stacy recently formed a community of well-known retail and fashion insiders and business influencers. This Retail Influencer Network provides clients with a rich source of information, networking and community and the Retail Influencer Network podcast features the brightest minds in the industry sharing thoughts on trends and the ever-changing global world of retail, fashion and technology.

Stacy has established herself as a thought leader in the fashion and retail space and has played a key role in important industry conferences such as Shoptalk, World Retail Congress and NRF: Retail's Big Show. As a female founder, she is passionate about helping other women and curates a quarterly series of events designed to empower executive women through networking and education.

Stacy is passionate about helping the underserved and is actively involved with Delivering Good, a not-for-profit that delivers new merchandise to people around the world impacted by poverty or disaster. She also serves on the advisory board of the Father's Day/Mother's Day Council, whose annual events raise millions of dollars for Save the Children and other charities benefiting families. In 2010, she founded a nonprofit called Beauty Foundation Friends, which empowers teens with cancer, promoting friendship, fundraising and volunteerism. She also works with several other major industry nonprofits and educational institutions, including the Parsons School of Design and the Fashion Institute of Technology.

Prior to founding BCG, Stacy served for nearly 10 years as a principal at leading investor relations firm Morgen-Walke Associates, where she oversaw the corporate media relations department.