

Monica Bertran is the Head of Bloomberg's Corporate Communications Digital Platforms and Innovation team.

Building on a twenty-year career as an on-air anchor and reporter for Bloomberg Television and Radio, Monica developed the company's corporate communications digital and innovation team which creates content for six branded communications channels, develops employee engagement programs and heads the team that does external relations for Bloomberg's CTO and Engineering teams.

Monica's team also partners with Bloomberg's senior business leaders to develop and implement creative communications strategies targeting external clients as well as Bloomberg's over 19,000 employees globally. Additionally, she serves as one of the lead presentation coaches for Bloomberg senior executives and helps develop and execute many of the company's business town hall presentation.

Her most recent accomplishments include the employee communications and digital strategy for Bloomberg's new London headquarters, which consists of website development, a documentary video series, quarterly employee town halls, and special media events.

Prior to joining corporate communications, Monica held a distinguished career on Bloomberg Television and Radio. She served as an anchor for several of Bloomberg Television's programs, covering breaking financial, real estate, consumer and economic news. Monica was also part of the initial team that worked along-side Michael Bloomberg to develop the company's media vision for the global business community and launch Bloomberg Radio- WBBR 1130AM in 1992.

Before joining Bloomberg LP, Monica worked for several major media outlets including CBS Network Radio, 1010 WINS in New York and WHDH in Boston. She began her television career in New Orleans.

Monica resides in Westchester County with her husband and son.