

Laura J. Wegscheid **President, Fireclay Communication**

Laura Wegscheid is president and owner of Fireclay Communication, a Denver-based consulting firm focused on one thing: strategic internal communication that helps organizations thrive. Leaders turn to Fireclay when they need help aligning employees and other insiders around transformative change; articulating a clear, compelling organizational story; or creating action on a specific initiative or strategy.

Laura's motivation is simple: She gets jazzed when she sees people excited about where they work, contributing in ways that matter, rolling up their sleeves to create something meaningful together. For her, there's nothing better than helping an organization—and its people—achieve greatness.

For more than 25 years, Laura has led strategic communication efforts in fields as complex as healthcare, energy, technology, retail and education, in both corporate and agency settings. Prior to founding Fireclay Communication, Laura was senior consultant at Cast Communication; corporate communications director at Centura Health, Colorado's largest health system; and vice president of public affairs for a five-state region of PacifiCare (now UnitedHealthcare). She received a BS in business from Northern Illinois University and an MBA from the University of Cape Town, South Africa.



Laura has served on boards and committees for a number of community organizations, including the Women's Leadership Foundation, Women's Bean Project, Florence Crittenton Services of Colorado and The GrowHaus. She also actively supports several animal rescue groups. She is a member of Rocky Mountain HR People & Strategy and the International Association of Business Communicators, having played a leading role in creating and hosting the October 2015 IABC Southern Region conference.

A fan of road trips, the outdoors and a spirited game of euchre, Laura and her partner, Michael, are at the mercy of two unruly but charming dogs. She never met a cheese she didn't like.

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