

# THE PROFESSIONAL DEVELOPMENT GROUP

Ashley Russo leads our Communication, Presentation & Media Training workshops and coaching. **She works with leaders to deliver inspiring presentations and handle media inquiries with confidence and ease.**

As the host of *The PEAK TV*, Ashley won two Mid-Atlantic Emmys® as Executive Producer, and five nominations over the past three years. She is president of ASR Media Productions, and the Director of Business Development for ASR Media @ PBS39.

Ashley has also been honored with the Bethlehem YWCA's 2016 Golden Laurel Woman of the Year award, recognized by *Lehigh Valley Business* in both 2015 (*Forty Under 40*) and 2014 (*25 Women of Influence*), and chosen as a 2013 Woman of Style by *Lehigh Valley Style* magazine.

**Ashley is also an expert master of ceremonies. She brings to the stage 10 years of on-camera experience from NBC, The Weather Channel, Bloomberg, and WFMZ.**

As the master of ceremonies at events, conferences, and corporate meetings, **Ashley creates a unique and engaging experience focused on your group's central message.** For more than a decade, Ashley has served as event host for organizations like St. Luke's University Health Network, United Way of Greater Lehigh Valley, Lehigh University, Cystic Fibrosis Foundation, and many more.

## Qualifications & Education

- B.A., Journalism, New York University
- 2 Mid-Atlantic Emmys® as Executive Producer of *The PEAK TV* in 2013 and 2015, and 5 nominations over the past 5 years
- 10 years of event hosting and master of ceremonies experience
- Years of on-camera experience with NBC, The Weather Channel & Bloomberg

## Endorsements

*"Each year, United Way of the Greater Lehigh Valley holds our Celebration of Caring, an event that requires 6 months of planning, at which time we recognize and thank all of our donors and organizations. For the past few years, we have utilized the exceptional talents of Ashley Russo to host our event, as well as her team at ASR Media Productions to create our event and awards videos. Thanks to Ashley, the event continues to exceed expectations, keeps guests engaged, and wraps up on time!"*

– Lenore Mohr, Senior Director of Marketing & Communications  
United Way of the Greater Lehigh Valley



**Ashley**  
RUSSO

**Sr. Consultant,  
Coach & Master  
of Ceremonies**

## Organizations We Have Served

- ASR Media
- Bloomberg
- Comcast
- The Cystic Fibrosis Foundation
- G.E. Capital
- GlaxoSmithKline
- Hewlett Packard
- IBM
- Johnson & Johnson
- Lehigh University
- Merck & Co., Inc.
- NBC
- PBS
- QVC
- Sony
- TD Bank
- St. Luke's University Health Network
- United Way of the Greater Lehigh Valley
- The Weather Channel
- WFMZ