



Micho F. Spring, Chair, Global Corporate Practice and Weber Shandwick New England

Micho leads the firm's Global Corporate Practice, as well as the New England region for Weber Shandwick. Her practice focuses on enabling corporate clients to use communications to support their business strategies, enhance and protect their reputation, and respond to public policy challenges. Micho has counseled clients across industries on a wide range of reputational issues, including CEO succession, mergers and acquisitions, litigation and regulatory matters, cultural transformation and corporate social responsibility. Micho brings extensive experience as a senior manager in both the public and private sectors to her work as a communications strategist, including six years as CEO of Boston Telecommunications Company and four years as Deputy Mayor of Boston. She also served as Chief of Staff to Boston Mayor Kevin H. White after four years of service in New York City government. Some of the companies she has counseled include American Airlines, Bank of America, CVS, Liberty Mutual, Ocean Spray, Nespresso, as well as the Massachusetts Institute of Technology.

As a government, civic, and business leader, Micho has helped shape public debate on numerous issues in Boston and beyond. She has managed many political and advocacy campaigns and is a frequent independent media commentator. On multiple occasions she has been named one of the "20 Most Powerful Women in Boston" by *Boston Magazine*. In 2014 Micho was named to the *Boston Business Journal* Power 50 list and, under her leadership, in 2015 Weber Shandwick ranked first on the Top 100 Women-Led Businesses in Massachusetts by *The Boston Globe Magazine* and The Commonwealth Institute. In 2019 Micho was recognized by WomenInc. Magazine as one of their 2019 Most Influential Corporate Directors. In 2020 she was appointed by Mayor Martin Walsh to Boston's Reopening Advisory Board for reopening the city during COVID-19.

Micho is Chair of the Board of the Greater Boston Chamber of Commerce. She holds numerous board memberships, including National Bank Holdings Corp ("NBHC"), the John F. Kennedy Library Foundation, the Caribbean Educational and Baseball Foundation, and the Massachusetts Conference for Women, of which she is Treasurer. Born in Havana, Micho is also actively involved in efforts to improve US-Cuba relations and is founding chair of Friends of Caritas Cubana, a non-profit providing humanitarian services in Cuba.

Micho was inducted as a Legend into the Ad Club's Hall of Fame and recognized as a Distinguished Bostonian by the Greater Boston Chamber of Commerce. In 2017 she was awarded an honorary Doctor of Commercial Science from Bentley University McCallum Graduate School of Business. In 2016 she was awarded an honorary Doctorate of Humane Letters from Salem State University as a Global Influencer and Communications Strategist. In addition, Micho received the International Women's Forum Women Who Make a Difference Award, a Lifetime Achievement Award from the Greater Boston Chamber of Commerce's Women's Network, the Women Who Give award by the Women's Lunch Place, the Give Liberty a Hand honor by the Massachusetts Immigration & Refugee Advocacy Coalition (MIRA), the Jorge Hernandez Corporate Leadership Award, and the Order of Isabel La Catolica Award presented by King Juan Carlos of Spain. Micho attended Georgetown and Columbia Universities and received an MPA from Harvard's Kennedy School of Government.