

# N

# PS+

NP Strategy

## Erin Sanders

Erin Sanders is a seasoned integrated communications professional with more than 20 years of experience, including major-agency public relations and advertising practice with both the leading global communications firm of Burson Marsteller (Washington, D.C.) and a super-regional agency in Columbia, S.C. Erin has created award-winning and highly successful communications programs for clients across numerous industries, from energy and healthcare to manufacturing and entertainment. She also is the co-founder of a top national marketing web site in the highly-competitive real estate sector.

Erin uses the power of communications to inform, persuade and motivate people, organizations and leadership. She has counseled some of the top corporations in the world in overcoming crisis situations, from environmental disasters to corporate financial scandals. Erin has helped build the brand identities of Fortune 500 companies, supported clients in their pursuit or defense of litigation and developed extensive nationwide media relations campaigns that generated vast exposure for those companies.

Erin is skilled in managing complex initiatives and developing strategies to achieve the goals of her clients. Whether through a strategic public relations initiative, compelling advertising campaign or a meaningful integrated marketing program, Erin has enjoyed contributing to the success of many organizations.

Erin, her husband, Steve Sanders, and their three children live in Charlotte, NC. A former Division I field hockey player, she is now an avid youth field hockey and soccer coach.



**Erin Sanders**  
Vice President

**email:**  
[erin@npstrategy.com](mailto:erin@npstrategy.com)

**phone:**  
704.575.2549

### ALL STRATEGIES ARE NOT CREATED EQUAL

- + Community Assessment
- + Crisis Management
- + Media Relations
- + Message Development
- + Project Launch
- + Stakeholder Management

[www.npstrategy.com](http://www.npstrategy.com)