

Barri Rafferty
Head of Corporate Communications
Public Affairs
Wells Fargo & Company

Barri Rafferty is the head of Corporate Communications, where she oversees Wells Fargo's media relations, external and internal communications, storytelling, and reputation management. She directs a team of over 400 communicators who serve various stakeholders, including the company's approximately 266,000 employees. A strategic and collaborative leader with deep experience in communications strategy, change management, brand marketing, and business transformation, Barri plays a key role in the evolution of Wells Fargo's communications function as it works to help redefine the company's culture, voice, and narrative.

Barri joined Wells Fargo in July 2020 from Ketchum, where she was the agency's president and CEO — the first woman at the time to be the CEO of a top-five public relations agency. Her accomplishments as CEO at Ketchum included repositioning the agency to better adapt to meet the needs and challenges of the global and digital marketplace. Under her leadership, the agency won significant recognition, including being the most-awarded PR firm at Cannes in 2019, 2018, and 2017. During her tenure at Ketchum, she helped transform and build reputations for some of the world's largest and most respected companies and brands, including Gillette, P&G, Wendy's, 3M, Frito-Lay, and HPE.

A strong advocate of diversity and inclusion, Barri was a founding member of Omniwomen — an initiative to increase the number, seniority, and influence of women in leadership roles. At Ketchum, she drove policy changes to create a more inclusive workplace. She has spoken on gender parity and unconscious bias at the World Economic Forum in Davos, Switzerland, and Dalian, China, as well as at TEDxEast. Barri was on the PR Council's board of directors as well as the national board chair of Step Up, an organization empowering girls from under-resourced communities to become confident, college-bound, and career focused. She currently serves as a board member for the Women Business Collaborative, which is helping accelerate parity for business women, and is a committee chair for C200, a global organization for women business leaders.

Barri's thought leadership has been cited by CNBC, FORTUNE, The Wall Street Journal, Huffington Post, Fast Company, Dallas Morning News, PRWeek and others. She holds a master's degree in corporate communications from Boston University and an undergraduate degree from Tulane University. She is based in New York City.