

Lori Ruggiero

EVP of Content Strategy



Lori Ruggiero oversees client strategy across all sectors of N6A. She heads the agency's Content and Brand Communications departments. Drawing from her extensive industry experience, Lori offers clients advanced media training, crisis communications planning, and council for creating company messaging and narratives that will best resonate with desired targets. A former journalist and television news producer, Lori spent 16-plus years working at global media entities including, CNN, Fox Business, ESPN, and Al Jazeera, prior to arriving at N6A. She was a 2008 East West Center Hong Kong Journalism Fellow, and won two Peabody Awards for her coverage of Hurricane Katrina and the 2008 election. Lori graduated from Boston University's College of Communication and lives in Westchester County, NY with her husband, daughter, and son.