

Vanessa J. Yanez

Delivering corporate reputation and influence contributing to the bottom line.

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EXPERIENCE

Federal Reserve Bank of San Francisco, SVP External Communications & Public Information Officer

Federal Reserve System Chair, Public Information Subcommittee

Previous roles: GVP, VP External Communications

APRIL 2022 - PRESENT

Leads external communications for the largest Federal Reserve District serving 70+ million Americans; \$8.1M budget and a team of 30. Charged with modernizing Federal Reserve Bank of San Francisco and System communications.

- Known for clear communications, blueprints, understandable impact metrics. Results-driven and relentless in finding efficiencies.
- Expert in “audience-first” reputation management and digital attention strategies, crisis communications, executive messaging, insights, influencer, opinion leader and media relations.
- Creative in visual and experiential communications, enhancing both internal and external engagement and significantly boosting message value and recognition.
- Driver in executive and staff AI education, generative AI workflow integration and measurement frameworks.
- Chairs System-wide efforts promoting transparency, communications best practices and risk mitigation strategies.

Key Accomplishments 2025:

- CEO and President Mary C. Daly is recognized as the top Federal Reserve expert on LinkedIn. Q3, highest performing content ever.
- Architected and launched the “Value of Reserve Banks” initiative. Now >50% of FRBSF online content; increased System-wide social media visibility: +24%
- Impact metrics: 1- Bankwide newsletters grew +15.7% (public sector average 7%), open rates, 46.1%; 2- SF Fed digital channels +3.7% (public sector average .4 to 2.5%). 3- Search +6.6%.
- Bank known as the best in Technology, GenAI and labor market research. Launched first GenAI focused SF Fed EmergingTech Economic Research Network in under eight weeks.

SKILLS

Corporate reputation and crisis

People leadership and development

Reframing corporate challenges via insights

Fostering shared-value collaborations across stakeholder groups

Building productive, motivated, ethical and inclusive workforce

Driving organic growth

Ability to work effectively in challenging, complex environments

KNOWN FOR

Firsts and bests

Enterprise-wide impact

Bringing others along

Integrating AI + Communications

AWARDS

87 awards and shortlists

AI Research Communications - Best in Federal Reserve System- 2025

“Visionary Leadership” from PRSA Silicon Valley -2022

“Silicon Valley Woman of Influence” -2021

HP, Palo Alto — Global Head of Brand Activation, Global Head of Print Communications, Head of Worldwide Corporate Communications

MARCH 2016 - MARCH 2022

Global Head of Brand Activation

Led the Brand Activation Center of Excellence, creating a unified brand story and signature platform positioning HP as a lighthouse brand.

Managed high-profile strategic partnerships and PR initiatives with a \$3.5M budget.

Global Head of Print Communications

Directed communications to influence perception and preference for HP's print products across 10 priority markets and 166 countries.

Led a team of nine to deliver integrated leadership and product communications, optimizing an \$8M annual budget.

Head of Worldwide Corporate Communications

Revitalized interest in the HP brand through innovative corporate messaging and engagement strategies, managing a \$2M budget.

Key Achievements:

- Established a cohesive brand narrative, enhancing HP's market positioning and reputation.
- Successfully drove global campaigns that increased customer engagement and brand loyalty.
- Maximized budget efficiency across global communication efforts, ensuring impactful results in competitive markets.

FleishmanHillard (FH), San Francisco — SVP & Senior Partner- Americas, SF Technology Practice/Key Account Customer Relationship Manager –Americas and SF

FEBRUARY 2011 - FEBRUARY 2016

Global Omnicom PR Agency

- Seamlessly balanced priorities between driving technology business expansion, leading the IPO team, and managing P&L for key accounts including Visa Inc., Fitbit, and Avaya.

EARLY CAREER

SVP, Global Client Service Director – Dell, AxiCom Americas, 2008 – 2011

Sr. PR Manager – Corporate Media Relations / Technology Solutions Group, Hewlett-Packard, 2004 – 2008

Sr. PR Specialist, Sun Microsystems, 2004

EDUCATION

San Francisco State University, San Francisco, CA —
Bachelor of Arts – Broadcasting & Electronic Arts

MAY 1994

AFFILIATIONS & COMMUNITY LEADERSHIP

Founder, “The Quarterly” Communications Network, 2024

Past President, PRSA Silicon Valley, 2023-2024

President, PRSA Silicon Valley, 2019 – 2023

**Host, PR Industry Weekly Event and Podcast #FridayForum,
2020 – 2022**

Co-Founder, Dell Women’s Entrepreneur Network, 2010