

Veronica Clemons, Communications Senior Advisor, Wells Fargo



Veronica Clemons is a communications senior advisor in Public Affairs at Wells Fargo. She also serves as communications chair for the Black/African American Connection Employee Resource Network enterprise leadership team. Veronica has been an employee at Wells Fargo for 10 years.

During her time at Wells Fargo, Veronica has led media relations, managed issues and been a campaign manager for numerous initiatives and product launches. In her current role, she manages communications for a senior executive focused on diversity, equity and inclusion is a consultant for the African American and LGBTQ segments. Veronica led a campaign to launch Wells Fargo's \$60 billion commitment to increase African American homeownership, which won a Public Relations Society of America (PRSA) Silver Anvil Award of Excellence. This is a top recognition in the PR profession.

A communicator with more than 25 years of experience, Veronica has held leadership roles at a number of companies including Walt Disney World, the country's leading vacation destination, and Hill and Knowlton, which at the time was one of the largest PR firms in the country. She also served as a communications consultant for the National Urban League, managing communications for some of the league's signature programs and supporting its CEO.

Veronica began her communications career as a journalist, working for newspapers in North Carolina and at the historic Jet magazine in Chicago, where she covered sports, entertainment and breaking news impacting African Americans.

She is a graduate of the University of North Carolina at Chapel Hill and earned a Master's degree in Communications from the S.I. Newhouse School of Public Communications at Syracuse University. Veronica currently serves on the board of the PRSA Charlotte and chairs its Diversity and Inclusion Committee. She recently joined the board of Mosaic Development Group, which focuses on the development of affordable housing in North Carolina and is the president of the Charlotte Chapter of Ladies Professional Golf Association (LPGA) Amateurs. Before the pandemic, she volunteered at My Sister's House, where she served dinner for the women who are residents.

She loves college basketball and has attended every Final Four since 2008. The golf course is her happy place and she enjoys being in the kitchen, where she often makes Sunday dinner for friends and family.