

Jen Martin Hall is EVP of corporate communications at Sharecare, where she leads media relations and thought leadership initiatives, executive and internal communications, community relations, social media, and reputation management, and plays a key role in brand strategy and product marketing.

Previously, Jen worked at Apple, where she focused on publicity for iPad, iOS, and iCloud, and oversaw broadcast press relations at the company's launch events and Worldwide Developers Conferences. She also helped plan and execute global launches for a variety of the company's marquee hardware and software products.

Prior to Apple, Jen worked for CNN Worldwide, leading publicity for the network's digital platforms and overseeing its movement into social networks and user-generated content.

Earlier in her career, Jen provided strategic communications counsel to several tech start-ups, government organizations, and universities, including public relations, reputation management, and crisis communications initiatives.

Over Jen's 25-year career, she has earned widespread industry recognition, including accolades from PRWeek, Women in Cable Telecommunications, PRNews, the Digital Health Awards, and the Telly Awards. A graduate of the University of Georgia, she serves on the Executive Council for AARP Georgia and the founding advisory board for Kennesaw State University's Master of Science in Healthcare Management program.