

LEADERSHIP INSIGHTS

Public Relations Executives

Julie Talenfeld

Founder, President and CEO
BoardroomPR



“Helping our clients build the right relationships at the right time is in our DNA. That’s why we promise to make our contacts your contacts.”

BACKGROUND

Julie Talenfeld got her start chasing stories as a University of Florida journalism graduate. She credits her newsroom grit — deadlines, curiosity and accountability — for shaping her PR leadership style. After witnessing the power of media to shape perception, she founded BoardroomPR to help businesses tell their own stories with purpose, polish and precision.

ACCOMPLISHMENTS

Over three decades, Talenfeld has led BoardroomPR to regional and national acclaim, serving high-profile clients in real estate, law, healthcare, education and nonprofits. Under her leadership, the firm has been named a Top PR Agency of the Year, Top 25 Women-Owned Business, Best Place to Work, Top 100 PR Agency nationally by O'Dwyer's, DBR Reader's Choice Best Of for five consecutive years — all of which can be attributed to the firm's culture, creativity and results.

LEADERSHIP ROLE

Talenfeld leads with a blend of vision, mentorship and trust. More than half of BoardroomPR's senior team has been

with the firm for more than a decade — a testament to the culture she has cultivated. By empowering employees to grow, lead and thrive, Julie has built a loyal, high-performing team, more like a family, with the support to grow professionally and deliver for clients.

PERSONAL MOTIVATION

Talenfeld thrives on building relationships, championing causes and helping people and organizations tell their stories. At her core, she believes PR is all about people and impact. Through the magic-making of public relations, she loves to see when good work gets recognized and good people succeed.

COMMUNITY INVOLVEMENT / AFFILIATIONS

- Ambassador, Holocaust Museum of South Florida
- Fellow, Aspen Institute
- Strong involvement with JAFCO, Jewish Federation, Florida's Children First Board Member
- UF College of Journalism and Communications Alumni of Distinction

Year Established: 1989

boardroomPR.com

Mission: BoardroomPR is a results-driven public relations, digital and social media marketing agency led by seasoned pros with deep media relationships and strategic instincts.

BoardroomPR
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BoardroomPR GOALS

Talenfeld's vision for BoardroomPR is to stay current within the communications landscape while staying rooted in what makes the agency special: a talented team and meaningful campaigns that truly move the needle. From AI-driven strategies to high-touch service to video and multi-media in telling client stories, she's committed to mentoring the next generation of PR leaders while helping clients reach their goals by staying ahead of new and traditional media trends. The firm also invests in its people and their continuing education and training, and encourages and expects them to be contributing members of their targeted industries and community.

TOP LEADERSHIP / BOARD OF DIRECTORS

Julie Talenfeld
Founder, President and CEO

Don Silver
Chief Operating Officer

Todd Templin
Executive Vice President

Eric Kalis
Senior Vice President