



Kassi Belz, APR

President

Kassi has spent her career positioning and building brands, providing strategic vision, and managing campaigns that garner compelling business results. As president of MassMedia, Kassi brings more than 12 years of experience leading diverse teams in the development and implementation of award winning communication and marketing campaigns for client in the healthcare, corporate, utilities, government and food service industries.

Kassi provides strategic counsel to clients and offers a deep understanding of the return on investment businesses should expect from its marketing and communication initiatives. Goal oriented and business minded, Kassi leads her team in the development of messaging and outreach efforts that have an impact on her client's bottom line.

Her communications career includes many years of experience managing audience research and developing and implementing integrated communications solutions that reach targets, change perceptions, inspire behaviors and, most importantly, achieve client's goals.

As one of the leading communications strategists in Nevada, Kassi was recently recognized as the Public Relations Professional of the Year by the local chapter of the Public Relations Society of America. She is a frequent guest speaker for organizations such as the Medical Group Management Association, the Public Relations Society of America, the Healthcare Strategies Institute and the International Association of Business Communicators. In addition, she serves as a guest writer and source for many magazines and newspapers throughout the region.