

## Access to Experts



**Barbara Fagan-Smith**  
Chief Executive Officer  
ROI Communication

Barbara Fagan-Smith, CEO of ROI Communication, helps companies bring their best to the world through the power of communication. Building on more than two decades of experience in corporate communication and journalism, she leads ROI's work with Fortune 500 companies, helping them engage and empower employees to contribute, collaborate and advocate for the company, internally and externally, through the power of communication. Prior to founding ROI Communication, Barbara held senior communication positions at Quantum Corporation and Simply Interactive, and was a producer based in London for ABC TV News. Barbara was named one of Silicon Valley's 100 most influential women in 2011 by the San Jose/Silicon Valley Business Journal, and ROI was named one of Silicon Valley's fastest growing companies.

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