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Rachel Hawkins is the worldwide digital and social media communications manager at Texas Instruments. She has 10 years of experience in digital communications and external affairs across multiple industries, supporting Fortune 500 companies, including energy, consumer packaged goods, and semiconductors.

At Texas Instruments, she leads the worldwide social media team, driving strategy, execution, and reporting for stakeholders across the organization. Rachel received her J.D. from the University of North Texas at Dallas and her B.A. in Journalism from Southern Methodist University.