

Amanda Rosseter
Executive Vice President and
Chief Communications & Brand Officer
PNC Financial Services Group



**Monday,
Sept. 15, 2025**

5 - 6:30 p.m. • Magnolia Ballroom • ideas.leadcreatively.org

Amanda Rosseter is executive vice president, chief communications and brand officer at the PNC Financial Services Group. In this role since 2021, she leads corporate communications and corporate marketing functions which includes all disciplines such as media issues and crisis management, executive, social, and business communications as well as advertising, paid media, data and analytics, and risk and compliance. She is responsible for protecting and promoting PNC, as well as driving awareness for PNC's recent acquisition growth and national expansion.

A communications leader with more than 25 years in external and internal communications, Rosseter has led global business initiatives for two Fortune 500 publicly traded companies. In her previous role as CCO at Equifax, Inc., she established and led the communications strategy and execution of the company's \$1.5B technology transformation, delivering messaging across all stakeholder audiences, including media, customers, consumers, and the investor & analyst community. In addition, she led a comprehensive communications process for Equifax's strategic priority of aggressive bolt-on M&A, driving mergers & acquisitions communications processes with integration across the enterprise for several deals totaling more than \$1.2B.

Prior to Equifax, Rosseter led global external communications and media for The Coca-Cola Company for nine years. While there, she served in several roles, including global group director of Strategic Communications and Public Affairs. Her accomplishments include leading the communications launch of a new business strategy to 17 business units across 200+ countries as well as to media, external stakeholders and analysts. In addition, she restructured and led the communications team for Coca-Cola's South and East Africa business unit, serving as head of communications in Johannesburg in 2018.

Prior to corporate communications, Rosseter was a journalist at leading media outlets, serving as a news correspondent, anchor, and investigative reporter at CNN, and at affiliates at NBC and ABC in Boston and Atlanta. As an award-winning journalist, she earned four Emmy Awards, four Edward R. Murrow Awards, two Gracie Awards, eleven Associated Press Awards, and a prestigious Columbia University DuPont baton for Investigative Journalism.

Rosseter is involved in the Atlanta community, serving on the boards of the Woodruff Arts Center and the Malcolm Mitchell Share the Magic Literacy Foundation. She is also a regular guest lecturer at the University of Georgia Grady College of Journalism, from which she holds a Bachelor of Arts degree in journalism.

To learn more, visit ideas.leadcreatively.org

The Usery Forum on Leadership honors the legacy of U.S. Secretary of Labor W. J. Usery, Jr., exploring leadership that brings people together in service to the public good. The Forum is supported by a generous gift from Mr. and Mrs. Melvin and Eleyce Usery.



LEADERSHIP PROGRAMS
GEORGIA COLLEGE & STATE UNIVERSITY



GCSU
FOUNDATION