

Vera Geba



With more than three decades of strategic analysis and communications consulting experience, Vera Geba works with corporations, business and trade organizations, and ballot measure campaigns on a wide range of technical aspects, policy considerations, and business concerns. She synthesizes complex subjects into clear, cohesive information designed for audiences from policymakers, legislators, and business leaders to the media and general public.

Vera has created position papers, issue briefs, fact sheets, brochures, newsletter articles, and presentations for dozens of organizations across the country. Among her credits for corporations, trade associations, and ballot measure campaigns are collateral materials on topics such as climate change, energy technologies and infrastructure, healthcare, gaming, GMO labeling, taxation, transportation, and air and water quality.

She has managed media communications for a number of organizations, preparing and distributing press releases and statements for them in routine as well as crisis communications. Vera has also prepared emergency plans for organizations to guide their communications with the media during crisis situations.

For political candidates, she has worked on position papers for economic, infrastructure, and energy issues. She helped manage teleprompter operations for candidates as they prepared to deliver high stakes convention and inaugural speeches.

Writing and placing editorials and articles, whether to publicize project and program announcements or advocate positions or promote an initiative's newsworthy results, are additional honed skills Vera brings her clients. So, too, are creating website content and downloadable materials of every kind. She also specializes in information development and its distribution for social media channels.

Vera is a former vice president at Energy Research Group, Inc., a Boston consulting firm. There she developed marketing plans for new energy technologies, participated in technical assessments of alternative energy resources, conducted energy efficiency program evaluations, and prepared analyses and reports on energy and environmental policy for industry trade associations as well as a variety of energy companies and electric utilities.

Vera holds a BS degree in Chemical Engineering from the University of Massachusetts, Lowell.