



## **Catherine Smith**

**Managing Director, Communications  
LoVasco Consulting Group  
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As a seasoned consultant specializing in strategic workforce communications, Catherine helps engage minds, capture hearts, and inspire action to drive business results. Her experience with workforce communications and human resources, combined with a sales and marketing background, enables Catherine to apply a well-rounded combination of specialized skills to address clients' workforce communication and engagement needs. With close to 25 years of communications experience, Catherine has successfully helped her clients meet their objectives through well-conceived and implemented communication strategies related to total rewards, benefits enrollment, plan design changes, compensation, retirement, corporate wellness, benefit integrations, performance management, recruitment, onboarding, and various organizational change initiatives. As the managing director of communications for LoVasco, she and her team offer full-service communications from strategy development and employee sensing to writing/editing, graphic design, digital solutions, and print production. She formerly served for eight years as a communications consultant with Towers Watson (currently Willis Towers Watson) and served the last leg of her time there as co-practice leader of the Michigan Communications Practice. Catherine then founded and successfully ran her own internal communications business from 2001 through 2022, during which she served clients from various industries, including health systems, manufacturers, utilities, and automotive suppliers. She has served on the board of directors for the Michigan Ontario Compensation Association (MOCA) as co-vice president of communications for four years. She has also presented at local and regional events and has co-authored published articles. She is a past recipient of various awards, such as the Renaissance Awards from the International Association for Business Communicators (IABC).