

*Christina Pearl, MAOL*, is a graduate from SUNY Brockport and holds a Masters in Organizational Leadership from Medaille College. Christina joined the Horizon team back in 2010 after serving on their Board of Directors for 2 years. She created Horizon's Marketing and Communications department and currently serves as their Director of Corporate Communication. Christina is responsible for Horizon's internal and external communications, brand awareness, community relations, PR, community partnerships and culture initiatives. Christina maintains oversight for Horizon's media relations and social media channels, ensuring strong and consistent messaging and brand positioning among all platforms. She is an active member in a variety of agency-wide initiatives and has co-developed and facilitated a variety of companywide initiatives and trainings to further engage and evolve Horizon's employee experiences. Her passion for empathy and building a more inclusive culture through communications, marketing and recruitment has allowed Horizon to continue to be a Best Place to Work and receive care.