

People at CTG



Alison Heaphy
Communications Manager

Specialty

- Public relations and marketing
- Writing and editing
- Web site design and content management

Brief Bio

As communications manager for CTG, Alison is responsible for managing, promoting, marketing and disseminating information about CTG's projects and products as well as expanding the Center's outreach efforts within academic, government, research, and corporate communities.

Alison coordinates all of CTG's public relations efforts through the writing and dissemination of press releases; maintains relationships with selected government technology trade publications and members of the press; maintains a working relationship with the University at Albany public relations staff; and responds to external requests for information. She also works with program staff to plan and execute outreach plans for individual CTG projects and publications. Alison is responsible for producing CTG's Annual Report, managing Web site content, and disseminating monthly Web news email with brief updates on recent CTG publications, events, awards, and project announcements.

Prior to joining CTG in the summer of 2005, Alison was the communications director for the Preservation League of New York State. Previously she was director of land use policy for National Audubon Society's New York State office. She also has past communications experience working for a New York City Councilmember, a New York City based commercial real estate company, and the Convention and Visitors Bureau in Media, Pennsylvania.

Education

- B.A. History, University of Pennsylvania, 1988