



## LAUREN GILMORE

Communications Director

### CONTACT

Telephone: +60 32 117 5007

Email: [lgilmore@straife.com](mailto:lgilmore@straife.com)

[www.straife.com](http://www.straife.com)

### FOCUS AREAS

Public Relations  
Communications

### LOCATION

Kuala Lumpur, Malaysia

**Lauren Gilmore** is an award-winning digital communications strategist with over ten years of experience in strategic communication in both the private and non-profit sectors. Her oversight includes corporate and asset-level communications for Straife and its sister companies worldwide. She is responsible for advancing the firm and its client's strategic messaging, brand perception, thought leadership profile, and internal communication. A former editor and educator, Lauren is passionate about media relations, public education, gender equality, and the arts. As Straife's Communications Director, Lauren oversees all communications involving the organization, its clients, and the broader ecosystems that support them.

Lauren started her career as a nonprofit marketing and fundraising specialist, heading all aspects of advocacy, communications, and media relations efforts to support donor and partnership development. With over a decade of experience in branding, media, and interpersonal communication development, she has cultivated unique skills in designing and executing communication and brand strategies for nonprofits, startups, and corporations.

Before joining Straife, Lauren was the Commissioning Editor for The Next Web, where she led multiple user-centric initiatives for clients, including ABN AMRO, Philips, Netflix, and Adobe. She has worked with and interviewed a roster of brands, including startups (Testlio, Adyen, Decrypt, and Hologram) and personalities (Robert Scoble, Neil Patel, and Timothy Ferriss). She currently resides in Kuala Lumpur, Malaysia, managing operations and public relations for Straife's Asia Pacific office.