

Teri Kelly is a senior corporate communications executive who has risen to a strategic leadership position at the Law Society of Ireland, demonstrating the value of communications at the executive level. At the Law Society, she has driven significant achievements including strategic communications that contributed to real justice and law reform, the introduction of groundbreaking mental health supports, and promoting and protecting the reputation of the solicitors' profession.

With 25 years' experience across technology, energy, legal and financial services sectors, Teri has managed complex reputation issues at organisations including the Anglo Irish Bank recovery team for IBRC, Ulster Bank, Bank of America Merrill Lynch, and Talisman Energy. Her work spans internal communications, crisis management, media relations and strategic planning, with particular expertise in leading organisations through periods of significant change.

A Chartered Director Programme (Institute of Directors) graduate with a MA in Political Science, Teri serves on multiple Law Society committees. Her successful creation of the Women in Leadership mentoring program demonstrates her commitment to developing future leaders.

Seeking election to the PRII National Council, Teri's platform focuses on elevating PR from tactical delivery to strategic leadership. She would like to see more opportunities for members to engage with one another including through a structured mentoring program modelled on her Law Society success, creating a Senior Practitioners Speaker Series to share industry insights, and strengthening international connections with PR associations and practitioners globally.

Drawing on her executive experience, she aims to champion PR's strategic value and ensure communications professionals have a seat at the board table. Her vision emphasises the profession's evolution from content creation to driving organisational strategy, promoting and protecting reputation, and enhancing staff engagement. Through these initiatives, she seeks to advance the profession while maintaining its integrity and perceived value.