



LAUREN RENSCHLER, B.S.C. '05

Founder and CEO, William Raymond
Communications

Lauren is the founder and CEO of William Raymond Communications, a public relations and marketing firm for professional athletes and entertainers. With over a decade of experience, Renschler has worked as a publicist for elite celebrity athletes and personalities, handling their media placement and strategy, marketing, promotion, social media, and event management, earning her a reputation as one of the strongest players in sports and entertainment media. A star within the industry, she has represented sports' biggest names, including athletes and commentators in the NFL, NHL, NBA, MLB, action sports and professional boxing.

Past national coverage includes television features on *The Early Show*, CNN and *E:60*. Her clients have been featured on the pages of *ESPN the Magazine*, *Ebony*, *Maximum Fitness*, *Reader's Digest*, and *People* magazine, to name a few. Renschler's clients also benefit from her crisis management experience, navigating her clients and their families through challenging situations with professionalism and compassion. She also has worked in professional hockey, starting her professional career in the ECHL with the Las Vegas Wranglers.

Passionate about highlighting the philanthropic efforts of her clients, Renschler has worked with several national organizations, including United Way, Mothers Against Drunk Driving, and Let's Move!, and with Traffick 911 in a campaign aimed at ending underage sex trafficking during the Super Bowl. Her clients are regularly awarded the Walter Payton Man of the Year, an honor given to outstanding community leaders in the NFL.

Originally from Rocklin, California, Renschler graduated from the University of Miami, majoring in public relations and political science. While earning her degree, she worked in the football operations office for the Hurricanes. Renschler is on the advisory board of Artists & Athletes Alliance and has been a member of Women In Sports and Entertainment and Public Relations Society of America.