

FORTY under 40

JODI AMENDOLA



AGE: 39

COMPANY: Amendola
Communications LLC

TITLE: CEO

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What are your career highlights? "According to my parents, I was born an entrepreneur. At age 18, I took a commission-only summer job and broke sales records within the first month. The next summer, I launched a student summer storage company and realized a profit of \$8,000 in just a few months. After five internships in public relations, I landed a job at a national marketing and public relations firm straight out of college. I launched the company's business development division and was promoted to vice president of corporate development at age 25.

"At 27, I moved to Arizona and opened the company's first regional office. At 29, I co-founded an investor relations firm, which later was sold for profit. At 32, I left the company and launched my own public relations agency, Amendola Communications. Today, with a staff of 15 and more than two dozen national and local PR retainer clients, AC has a national reputation as one of the best health care/health care IT public relations firms in the U.S."

How are you involved in the community? "In my mid-20s, I served as a board trustee of the Community Resource Council of Bergen County, N.J., and was responsible for creating and managing a fundraising initiative that became

the second-largest source of donations. I served on CRC's PR and Expo committees, as well as the PR committee of the New Jersey chapter of DARE. I also served on the board of Arizona Friends of Foster Children Foundation and volunteered with the American Cancer Society.

"In 2007, I became a founding member of X2 Health Network, a not-for-profit executive women's health network to improve health care leadership, policy and delivery. I also serve as a student recruiter for the Boston University admissions program. I am a member of the Public Relations Society of America and the Arizona Chapter of the Healthcare Information and Management Systems Society. I volunteer at Laguna Elementary School and support its fundraising initiatives. I am a member of Health2.0, Pharmaceutical Marketing, Health Informatics Technology, Healthcare-IT/HER/HIS, HlStalk Fan Club and PRSA Health Academy & Friends."

Was there a moment in your career that defined your professional path? "I didn't experience the Southwest until I was 25, when my husband and I first visited Arizona. We saw a model home sign, and our fate was sealed. This decision, based on a gut feel, enabled me to achieve everything I've dreamed of: launching and developing my own PR agency into a successful, highly respected firm nationwide while successfully balancing my work, family life and community service."

If you could do anything else for a career, what would it be? "I love what I do. I thrive on the adrenaline rush of the fast-paced business world and view each day as a new challenge. But the reality is that even enjoyable stress has a price. For the past three years, I have volunteered in my daughter's elementary classes. I often wonder what it would be like working with children instead of CEOs."