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Amie is a senior principal in Mercer's communication practice. Her expertise lies in developing and executing full life-cycle communication campaigns, from the strategic and conceptual design stage through implementation and evaluation of results and efficacy. Amie has led communication campaigns across the HR spectrum, including benefits branding, wellness programs, retirement, total rewards, employee value proposition, mergers and acquisitions, employee engagement and organizational change. She strives to motivate diverse groups of employees to embrace change. Her experience includes communicating singular events such as annual enrollment as well as retirement benefit and long-term incentive plan communications. She has also been involved in broader, multi-faceted engagements such as benefits harmonization in M&A situations as well as total rewards and communication strategy projects. Prior to joining Mercer in 2007, Amie worked in benefits strategy, design and administration at the New York Stock Exchange and in total rewards at The Segal Company. She holds a bachelor of science degree from the University of Massachusetts, Amherst.