



Veronica Zanellato Kido  
President  
Kido Communications, LLC

Veronica Zanellato Kido is an award-winning marketing communications specialist and president of Kido Communications, LLC. With nearly 20 years of corporate and public relations agency experience she has worked with startup and large-sized technology product and professional services firms.

Veronica has successfully built brand identities, created effective and compelling positioning and messaging, and developed and implemented global marketing communications and public relations strategies. She applies her results-oriented, no-nonsense, and hands-on approach to help businesses increase market visibility, achieve prestigious thought leadership status, secure funding, and generate business leads and revenues.

Prior to starting her own firm, Veronica held a number of leadership positions, including marketing director, Keane, Inc.; marketing director, TowerGroup; co-founder and corporate communications director, NerveWire; public relations manager, Cambridge Technology Partners (CTP); and group manager, Manning, Selvage & Lee (MS&L).

Veronica has been named to *Boston Business Journal's* prestigious "40 Under 40" and received an honorable mention in the "Crisis Communicator of the Year" category for the *PR News* PR People Awards. She has also authored an article for *PR News*.

Veronica, who has a B.A. in communication from the University of New Hampshire, began her career as a news reporter.