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Caron Sjöberg, APR, CPRC
President & CEO, Ideawörks

After a successful 15-year marketing and PR career with two of Pensacola's largest companies, Caron launched Ideawörks in 1996, leveraging her experience as an ad agency client to build a non-traditional, collaborative, results driven agency. She is a tenured strategist that brings more than 35 years of award-winning experience in public relations, strategic marketing and media relations.

She holds two professional public relations accreditations, the APR and the CPRC, and was twice named Communicator of the Year by the Florida Public Relations Association.



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