

# sara silberman

VICE PRESIDENT, PUBLIC RELATIONS

Sara Silberman is Vice President of Public Relations for *kate spade new york*. As Vice President, Silberman oversees the planning and execution of communication strategies intended to maintain a positive public image for the brand. She also develops, manages, and maintains relationships with a wide range of media outlets on behalf of *kate spade new york*.



Silberman earned a bachelor's degree in public relations, where she studied how to lead external corporate and public affairs initiatives with a variety of stakeholders, with an emphasis on engagement, business objectives, and crisis response—from the University of Southern California (USC). Silberman also studied American Popular Culture, focusing on the foundations of American fashion, music, literature, and film.

Prior to joining *kate spade new york*, Silberman worked as an associate communications officer for the USC Glorya Kaufman School of Dance. During her time there, she participated in strategy meetings, managed the school's Facebook page, produced editorial content for their website, and promoted USC Kaufman's "New Movement" initiative.

Silberman also worked as a journalist at the Tab US, a website covering college and youth culture. She worked alongside the Tab's team of national editors to cover breaking news and generate video content for the company's political sidebar, SubPlot, accumulating tens of thousands of views each week.

At USC, Silberman was actively involved in her sorority, Gamma Phi Beta, serving as Assistant Education Vice President for two years. She planned sisterhood events and oversaw weekly ritual practices for the house. Silberman was also a member of USC's Chamber Ballet Company, taking weekly technique classes and performing in the group's yearly showcase.

In her free time, Silberman enjoys traveling with her extended family for waterskiing trips and beach getaways. She also loves to visit Disneyland and Disney World whenever possible.



Reach Sara Silberman at [ssilberm@katespade.com](mailto:ssilberm@katespade.com) or visit us online at <http://www.katespade.com/>