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PCRB Information Bulletin #004

To All Members of the PCRB:

Re: PCRB Hires Former Journalist, PR and Marketing Veteran As First Communications and Marketing Manager

The Pennsylvania Compensation Rating Bureau (PCRB) announces hiring Joe Petrucci as its first Communications and Marketing Manager. Petrucci, a former journalist with a broad and dynamic communications and marketing background, will expand and amplify the organization's content and is charged with standardizing PCRB's communications and branding.

"As our work grows and becomes more impactful, it is imperative that we communicate with purpose and market our organization in ways that deliver value to our members," said PCRB President Bill Taylor. "Joe will help us widely demonstrate our core values of being a trusted, essential, and objective resource for the workers compensation insurance industry."

Petrucci come to PCRB following roles as a Senior Writer for a global financial services publication and as Staff Writer for a top-30 public relations firm, writing about some of the world's biggest and most innovative companies. He also has driven success for technology and media startups as a PR consultant.

"I am incredibly proud to be a part of such a hard-working team of experts and analysts and to tell stories that are reflective of PCRB's impact on the industry in Pennsylvania, Delaware, and beyond," said Petrucci, who is a member of the Insurance Marketing and Communication Association.

Petrucci is an award-winning journalist, first working for newspapers across Pennsylvania before opening new markets while serving as executive editor for a network of 20-plus online publications from Toronto to Tampa.

Petrucci is a graduate of East Stroudsburg University, where he earned a B.A. in Communications Studies.

William V. Taylor
President

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