

Shari King

Senior Advisor



Shari King is an award-winning marketing strategist. With more than 30 years of industry experience, she has developed a track record of success in everything from print and digital advertising, marketing, and public relations to media relations, community relations, and event management.

Prior to joining NP Strategy, she served as Owner and CEO of Fuse5 – a marketing and communications agency she founded in 2006. Shari built her business based on expertise, accountability, responsiveness, and value. With keen business acumen and sharp intuition, she connected people and resources to projects in a way that translated to repeated success.

Her accomplishments include consulting with a number of leading global brands, including Fortune 500 companies and those on the London Stock Exchange, to develop a range of crisis management, environmental stewardship, and community engagement programs. She also played an integral role in branding, rebranding, marketing, and managing the images of several firms.

Shari is skilled in navigating complex projects and communications challenges and has worked with clients across several industries, including energy, financial services, manufacturing, technology, legal, health care, government, human resources, and not-for-profit sectors.

Her strategies have earned many recognitions over the years, including the Silver Quill Awards from the International Association of Business Communications.

Shari started her career working as head of operations, project management, and production for a large regional advertising agency for nearly 15 years.

Outside of her professional achievements, Shari is passionate about promoting literacy among children and adults. She is a board member and Chair of the Communications Committee for Neuhaus Education Center, a non-profit organization providing evidence-based training and support to educators.

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NAVIGATING THE NARRATIVE

- Community Assessment
- Crisis Management
- Event Management
- Media Relations
- Project Launch
- Stakeholder Management