
Julie Smith
Public Relations & Communications Manager
Haworth



My work enables me to apply the skills I have developed as a scholar of communications and an experienced manager. By cultivating strong relationships, I'm successful at getting local, national and global media results. The key is building trust by listening to my media friends and sharing relevant, timely and transparent communication.

I'm also a proud Michigan State Spartan (Go Green!)... and a twin.

At Haworth, I am globally cross-functional in our markets, which encompass 120+ countries. As a result, I never know what a day might hold, and I love it. There's brainstorming, planning and implementing media conversations, plus creative messaging and events. I work closely with industry trade publications, pitch to business media, serve on the government affairs team and manage crisis communication.

My favorite project is the multi-year public relations effort around the rebuild of our inspiring global headquarters.

I have also career explored: managed staff for an integrated communication approach, produced trade shows, strategized dealer communication and launched products.

Shortly after graduating college, I graduated from intern to campaign manager with the Michigan House of Representatives. Early in my career, I put my public relations and event planning skills to work for the American Cancer Society.

Agencies, government and non-profits have all been career venues, allowing me to work in amazing communities all over the U.S. During what I affectionately refer to as my quarter-life crisis, I even dodged hurricanes in the Florida Keys and helped manage marketing and communication for a marine institute.

I travel a lot and thoroughly enjoy it. But I love coming home to family in West Michigan, savoring the beaches in summer and skiing in winter.