

Denise Bentele, APR

President, CEO & Founder Common Ground Public Relations



Denise oversees public relations consulting for Common Ground clients and coordinates account staff development. Her public relations experience includes business-to-business communications, community engagement, brand marketing and crisis management for a variety of industries. With APR accreditation by the Public Relations Society of America, she is recognized as a leader in the public relations field.

Denise has extensive experience in reputation management and has been tested in a variety of challenging situations including international environmental emergencies, the failed merger of two U.S. airlines, higher education and campus crises, Chapter 11 reorganizations, litigation, senior services, and healthcare crises.

She received a coveted international PRSA Silver Anvil for crisis communications with the Sisters of Mercy Health System related to provider choice.

She is a past-president and ethics chair of the St. Louis chapter of PRSA; is a member of The Counselors Academy; attended the Sedona Roundtable of Public Relations Agency Executives; served as strategic planning committee member for the Council of PR Firms; and is a prior board member for the St. Louis Press Club. Denise is a current member of the board of directors for Provident Behavioral Health and has served in several other capacities for organizations including Rockwood School District's student nutrition and fitness committee, Safe Connections, and Woodlawn Chapel.

Denise earned a Bachelor of Journalism from the University of Missouri.