

Allyssa Lanctot

Senior Director,
Communications, PONY

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Profile

Senior Director, Communications at PONY Communications, an award-winning, female-led PR and social media firm. Nearly a decade of turning complex, technical ideas into bold, media-ready narratives for brands in energy, cleantech, cybersecurity, consumer tech, and architecture and design, from stealth startups to NASA.

Recognition

NASA JSC Group Achievement Award

HeroX & NASA Lunar Loo Challenge, campaign lead

Hermes Creative Award, Platinum

Excellence in strategy and execution

Experience

PONY Communications
Remote

Senior Director, Communications

Sep 2023 – Present

- Lead messaging development, brand positioning and media engagement from the ground up, helping visionary companies claim their voice
- Turn complex, technical ideas into media-ready narratives that earn top-tier coverage and drive public conversation
- Led a recent EnergyHub campaign that earned 50+ placements across national, regional, trade and consumer outlets

Senior Account Manager

Sep 2022 – Sep 2023

- Led integrated PR and communications programs across tech, sustainability and public-sector clients
- Directed multi-channel media strategies securing consistent national and trade coverage across the U.S. and Canada
- Oversaw client strategy, budgets and team performance; mentored junior staff

Account Manager

Sep 2021 – Sep 2022

- Managed day-to-day client relationships and led execution for high-impact PR campaigns
- Supervised account teams across creative, digital and strategy functions

Senior Account Executive

Sep 2019 – Sep 2021

- Led end-to-end media relations across multiple accounts, securing coverage in TechCrunch, Fast Company and The Globe and Mail
- Led the HeroX & NASA Lunar Loo campaign, recognized with a NASA JSC Group Achievement Award
- Drafted press releases, pitches, media briefings, bylines and thought leadership content

Selected coverage

The Boston Globe, Gizmodo, WIRED, Grist, Electrek, Heatmap, TechCrunch, Fast Company, The Globe and Mail

Sectors

Energy & Cleantech, Cybersecurity, Consumer Tech, Architecture & Design, Disruptive Innovation

Expertise

Public relations, strategic PR planning, press releases, media campaigns, media coverage, director-level leadership

Education

Bachelor's degree, Psychology University of Victoria