



**Sheila Roche**  
**Senior Public Relations Consultant**

Sheila Roche is a veteran business writer and editor with more than 40 years of experience in multiple industries. Over her career, Sheila has written about healthcare real estate development; healthcare reform; healthcare business; electronic healthcare records; the graying of America; commercial finance; international finance; securities markets; CMBS; construction; green issues; LEED certification; urban planning issues; commercial, industrial and residential real estate development; infrastructure issues; and investment, among others.

She spent 17 years as Editorial Director of Alter+Care/The Alter Group, a privately held national healthcare and commercial real estate development firm. As chief copywriter, her portfolio consisted of brochures; website copy; collateral materials; the Alter Inspire healthcare & Alter NOW blogs; byline articles and press releases.

Previously, she spent more than 20 years as Account Supervisor for The Hanlen Organization, a general public relations firm representing diverse Chicago-area firms.

As Editorial Assistant at the Chicago Tribune, Sheila was a copywriter, copy editor, makeup editor for the daily newspaper's residential real estate, lifestyle and home décor sections.

A graduate of Northwestern University's Medill School of Journalism, Sheila had a dual major of journalism and history.

Sheila is the winner of two Golden Trumpet Awards, an annual competition sponsored by the Publicity Club of Chicago. Additionally, she authored The Alter Group's entry to win the coveted 2010 NAIOP Developer of the Year title.