

2019 Sage Award

JUDY DERANGO WICKS, APR, FELLOW PRSA



Judy DeRango Wicks, APR, Fellow PRSA, was Vice President of Corporate Communications for Fiserv (NASDAQ: FISV), a global provider of financial services technology. She headed corporate communications for CheckFree Corporation, the leader in electronic billing and payment, from 1999 to 2007. Fiserv acquired CheckFree in 2007, and she was promoted to head communications for the integrated company until her retirement in 2013.

Wicks and agency Schwartz Communications received the PRSA Silver Anvil Award (2002, 2004) and Award of Distinction (2006, 2009) in Consumer Services/Technology for bill pay adoption campaigns. In 2014, Fiserv Popmoney® brand was chosen as the PRSSA Bateman competition case study.

Prior to this, Wicks was vice president at Ketchum Atlanta, where she oversaw the global IBM account, Cox Interactive, and helped Nokia launch the Nokia Sugar Bowl. She joined Ketchum's technology practice in 1989.

Wicks began her career in Florida in the 1980s with Y&R/Zemp, Orlando, and Gary Bitner Public Relations, Fort Lauderdale. She handled "spring break" marketing for Carter-Wallace, including the Trojan brand response to the AIDS crisis. Her management of a political campaign earned the 1988 Grand All Palm Beach award from the Florida Public Relations Association.

Judy was named to the University of Florida's College of Journalism and Communications Hall of Fame in 2018 and is a founding member of the Dean's Leadership Council. She was inducted into the PRSA College of Fellows in 2015 and the Arthur W. Page Society in 2011. She was the 2012 PRSA Georgia Order of the Phoenix / Georgia Public Relations Hall of Fame inductee. She is an executive advisor on the College of Charleston Department of Communications Advisory Council and created a mentoring program for Fiserv managers with Women in Technology.

Wicks served for many years as co-chair of the PRSA Georgia Leader Board for senior professionals and served as co-chair of the PRSA College of Fellows Mentoring committee. She worked with Mark Dvorak, APR, Fellow PRSA, on a mentoring program for PRSA Georgia. Wicks was a consistent sponsor of PRSA Georgia's RealWorld annual conference for students. In her retirement, she has continued to be matched with PRSA mentees. She is also president of a Georgia chapter of P.E.O., a 150 year-old organization that raises scholarships for women.

Wicks holds a Master of Arts in Journalism and Communications degree from the University of Florida. She received a Bachelor of Arts in English and Florida Teaching Certification from Stetson University.