

Biography: Kira Bub

Kira Bub is the Associate Vice President of Marketing at St. Luke's University Health Network. In her current role, she manages teams within the marketing department who focus on public relations, advertising and communications to ensure the network's goals are achieved.

Before serving in her current role, Bub worked at Spark Agency as a media relations specialist where she has led research and pitched to national media outlets for multiple agency clients. Prior to Spark Agency, she worked at Bloomingdale's as the assistant to the head of public relations. In this role, she planned special events, personal appearances, public relations and corporate philanthropy before being promoted to do internal communications.

Bub is a graduate of the University of Massachusetts Amherst, where she earned a degree in psychology and apparel marketing. She then went on to get her master's in public relations and corporate communications from New York University.

Bub has resided in Allentown, PA for about 13 years, where she lives with her husband and three daughters. She enjoys spending time with her family and following "The Home Edit" to enhance her organizing techniques in her free time. She currently serves on the board for the Jewish Day School of Allentown as a part of the nominations committee and organizes fundraising for Camp Pinemere.