

**Cara Good**  
***President of Wundermarx***

Cara Good is a public relations executive and entrepreneur with 17 years of experience in journalism, marketing, communications and public affairs. She is a media expert who has been quoted or featured in numerous articles and segments on business branding, the use of social media in public relations, and the role of corporate social responsibility in brand-building. She also speaks frequently to business, civic and academic organizations on these topics.

Cara co-founded [WunderMarx|PR](#) in 2002 with her husband, [Jonathan](#), and they have grown it into one of the top 15 public relations agencies in Orange County, Calif. WunderMarx|PR works with innovators to create preference for their products, services and ideas through the development and communication of their brands.

Before launching WunderMarx|PR, Cara held communications management positions at the City of Anaheim Public Utilities, Benjamin Group/BSMG Worldwide and Ethentica. At Ingram Micro, she served on its IPO team and managed worldwide public relations. Cara cut her teeth in business writing as a reporter with *The Orange County Register*, covering such headline-grabbing stories as the county's bankruptcy declaration. She began her career at just 17 years old as a freelance feature writer.

Today, Cara is a recognized leader within the Southern California business community. She serves as the vice president of corporate partnership for [NAWBO-Orange County](#) and is a member of the [AeA Orange County Council](#) executive committee. She also is a founding member the Fullerton College Journalism Advisory Committee as well as a founding director of the non-partisan [Southern California Technology Leadership Political Action Committee](#).

An advocate of corporate social responsibility and corporate philanthropy as business principles, Cara champions the concept of “giving back” at WunderMarx|PR. Through the company's Be Wonderful™ initiative, WunderMarx|PR donates professional services to nonprofit organizations and sponsors socially beneficial causes. Cara lends her professional expertise to a number of nonprofit organizations locally, including the [Alzheimer's Association](#), [Juvenile Diabetes Research Foundation](#), [Laura's House](#) and [Mercy House](#).