



Mary Schafer

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Mary Schafer is vice president, change management and communications for ADP's strategic advisory services group, a team of experts that helps clients develop and execute highly effective human capital management strategies in the areas of compliance, benefits, payroll, data analytics, service delivery, workforce management, talent management, communications and change management. She consults with clients across every industry to drive organizational change and has 20 years of well-rounded marketing leadership and expertise in many fields. Previously, Schafer served as ADP's vice president, marketing services, where she oversaw executive, client and employee communications and managed internal and external communications strategy for mergers, acquisitions and strategic partnerships. She also served as vice president, marketing and communications for ADP's NAS business unit. Prior to joining ADP, Schafer held senior leadership positions at First Data Corp., MCI, Waggener Edstrom Public Relations and Fleishman-Hillard Public Relations. She is a Break the Bias Ambassador and social media ambassador for ADP as well as a frequent speaker at events from APA Congress, SHRM, International Association of Business Communicators, Employee Benefits News, ADP's Meeting of the Minds and more. She mentors women in the workforce both at ADP and through the Pathbuilder's organization in Atlanta and has been invited to join Luminary. Schafer holds the Human Capital Strategist certification, an M.B.A. degree from the University of Georgia's Terry College of Business and a B.A. degree in journalism from the University of Georgia.