

Summary

A dynamic public relations professional with 15 years of experience in developing integrated communications and media relations programs that drive executive eminence, thought leadership and brand awareness.

Highlights

- Strong background in integrated, multi-channel communications.
- Focus on building thought leadership programs that lead to executive and brand eminence.
- Background in developing social content and strategies that lead to stakeholder engagement.
- Superior media relations skills and a track record of generating positive coverage for clients.
- Experience in providing counsel to senior executives.
- Excellent writing skills; author of ghost articles, executive speeches, bylines, blogs, video scripts.
- Ability to work across teams and geographies.

Technical Skills and Qualifications

Executive Positioning & Communications, Media Relations, Thought Leadership and Content Development, Executive Platform Development, Ghostwriting, Social Strategy, Speakers’ Bureau.

Experience

Consultant, 01/2016 to Current

Alliant – Salem, VA

- Provide counsel on content strategy, product positioning and messaging, develop thought leadership content, conduct media and message training.

Senior Vice President, 09/2015 to 2016

Waggener Edstrom – New York, NY

- Managed a team of 10 people, was responsible for evaluating, managing and optimizing team performance to drive top-quality client service.

Group Vice President, 04/2013 to 09/2015

Thrivent Financial For Lutherans – Jamestown, ND

- Led executive eminence and influencer/media relations programs for Deloitte Tax and Audit CEOs, Deloitte LLP Chairman and the Leader of Deloitte Growth Enterprise Services.
- Developed strategic thought leadership campaigns that reinforced executives' platforms and business goals.
- Developed a brand communications campaign for Deloitte Consulting and led media relations for Deloitte Human Capital and Deloitte Strategy & Operations service lines.
- Conceptualized and oversaw all aspects of the development and execution of Deloitte Consulting’s inaugural "Deloitte Business Confidence" Report, which received coverage in top-tier outlets, including CNBC and Forbes.
- Developed a media strategy around Deloitte Consulting’s acquisition of Banyan Branch, secured coverage in Ad Age, Ad Exchanger, and the Financial Times.
- Successfully sold into the client, Deloitte Growth Enterprise Services, Deloitte's first-ever live-stream broadcast program, which was nominated for SABRE’s B2B Professional Services Award in 2015.
- Developed bylines, blog posts and social content for executives; secured byline placements in Huffington Post, Forbes, Fast Company, among others.
- Provided counsel to clients on social strategy and leveraged social channels to drive deeper engagement with stakeholders; developed Twitter chat strategy and managed chats with Deloitte Human Capital leaders.
- Conducted media trainings with senior executives, provided counsel on handling print and broadcast interviews.

Vice President, 06/2012 to 04/2013

Asu Foundation – Fulton, MO

- Led the day-to-day management of the Chase Cards and TIAA-CREF Institute accounts.
- Formed strategic sponsored content and thought leadership partnerships.
- Managed junior members of the team to ensure timely and high-quality completion of projects.

Global PR Manager, 10/2009 to 06/2012

Einride – Stockholm, ME

- Developed executive eminence platforms for top global executives, including the Global CEO, Global Chief Innovation Officer, Global Financial Advisory Leader, as well as various industry leaders.
- Handled media relations efforts for Deloitte’s Center for Cross-Border Investment, securing numerous top-tier broadcast interviews with Fox Business News and CNBC for the Center's then-Chairman Robert Kimmitt (Former Deputy Secretary of the Treasury).
- Managed external communications for various Deloitte's Global Industry programs; conducted proactive media outreach around Deloitte's Global Economic Outlook, securing coverage in Reuters, The Financial Times, The International New York Times.
- Developed executive briefing packages prior to media engagements and participated in executive briefings.
- Worked with the regulatory group to develop a global external communications strategy in response to the Audit reform proposals in the European Union.
- Worked closely with the Office of the CEO, as well as a global network of PR colleagues, to lead the global launch of a management book co-authored by the then-CEO Jim Quigley; secured coverage in CFO.com, Forbes, CIO Insight, Fast Company and The Financial Times.
- Worked with the Chief of Staff to the CEO to develop and disseminate the weekly CEO newsletter.

Vice President, 09/2006 to 10/2009

Atara Biotherapeutics – Remote, OR

- Developed communications programs and strategies and oversaw the implementation of plans.
- Received a number of PR industry awards, including PRWeek’s Business-to-Business Campaign of the Year 2008 Award, for an executive eminence campaign conducted on behalf of Deloitte’s then-chairman Sharon Allen.
- Worked with the executive speech writer to the Chairman in developing speeches, bylines and video scripts.
- Developed a story idea around the 5th anniversary of Sarbanes Oxley Act and secured a cover story on BusinessWeek, which featured client, Deloitte, prominently.
- Established Chief Executive Magazine’s CEO Index as a sought-after economic indicator; secured a regular spot on CNBC’s Squawk Box for the Magazine's CEO.
- Managed projects and programs, account teams, as well as timelines and budgets.

Associate Director, 08/2005 to 08/2006

Johnson & Johnson – Sacramento, CA

- Managed day-to-day communications activities for financial services clients, including TradeWeb and eSpeed.
- Led the development and creation of press releases, media pitches, bylines.
- Developed and fostered relationships with top-tier and trade media, including The Financial Times, Bloomberg, Wall Street & Technology, Investment News, among others.
- Provided investor relations advice to clients and conducted investor perception surveys and analysis.
- Participated in new business proposal development and presentations.

Manager, 10/2001 to 11/2002

Capital Vacations – Branson, MO

- Developed and executed on a corporate communications strategy to reposition the company as a provider of financial technology services and to achieve awareness, buy-in and support for the business change.
- Counseled C-level executives on communications strategy and developed speeches, Q&A's, presentations, etc.
- Worked with the marketing team, developing a communications strategy for the company’s re-branding initiative

Senior Account Executive, 01/2001 to 11/2001

Quantcast Corporation – Chicago, IL

- Managed day-to-day media relations activities for a mortgage bank in the corporate communications practice; conducted rapid response and generated coverage in publications, such as The Wall Street Journal, CNNMoney, American Banker, among others.

Education

Master of International Affairs: 2006

Columbia University - School of International & Public Affairs - New York, NY

Studied international politics and economics, with a special focus on the European Union

Bachelor of Science: Communications, 1996

University of Massachusetts - Amherst, MA

Minor in Italian; studied abroad in Salamanca, Spain, summer 1995