

Samuel Averett

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Marketing Communications, Advertising and Brand Management

- Creative team leadership
- Strategic and campaign planning
- Brand ideation and standards
- Internal and channel communications
- Public, media and government relations
- New product launches
- Content development and management
- Consumer research
- Sales collateral and support
- Agency management

Pleiad Capital Management ♦ Managing Partner

Created and marketed Pleiad Wellness, an investment fund targeting consumer wellness opportunities. Assembled a comprehensive overview of the fast-growing wellness category, researched and drafted in-depth analyses of start-up and growth-stage companies, and developed pleiadwellness.com. Gained first-hand insights into capital markets, business formation, financial analysis, intellectual property, and investor relations.

Kaiser Permanente Northwest ♦ Director, Strategic Communications

Responsible for overall performance of marketing communications and advertising for \$1.5 billion integrated health care organization. Directed staff of 25 and \$6 million budget. Managed consumer and B2B advertising for Portland market. Represented NW unit in development of national brand repositioning. Effectively supported brand advocacy within organization. Recognized for turning consumer research into insights and strategy.

Kaiser Permanente Northwest ♦ Manager, Editorial Services

Supervised and edited writers; developed standards and guidelines; worked with internal clients to support marketing and sales objectives. Redesigning major publications to manage costs and better support brand.

Kaiser Permanente Northwest ♦ Communication Representative

Developed, wrote and project managed marketing communications collateral. Spearheaded development of cost-saving automated publishing and fulfillment program for key customer documentation.

Dutko & Associates ♦ Associate

Represented the interests of clients before Congress and federal agencies as a registered lobbyist.

The Hon. Stewart B. McKinney ♦ Chief of Staff

Rose to top administrative position in Washington, D.C., office of veteran congressman. Designed and implemented the then-largest electoral fund raising program in district history in support of successful reelection campaign. Previously served as campaign aide and legislative assistant.

Connecticut College ♦ Bachelor of Arts in Government