
Summary

Accomplished organizational communications leader with broad, multi-functional experience and a proven track record of communicating effectively to diverse audiences. Expertise in: employee and web communications; public relations; executive communications; social media; national and international media relations; marketing communications and video production. Strong creative vision. Strategically focused. Solid project management and team leadership skills. Able to innovate and deliver.

Experience



Sprint Nextel Corporation

Senior Manager, Internal Communications and Public Relations Overland Park, Kansas 2004-2009

Implemented new distribution channels for company-wide communications - increasing message effectiveness by 23% while dramatically reducing traditional delivery costs.

- Internal communications – Researched, wrote and delivered timely, relevant communications and measurement for 60,000 employees using employee publications, intranet portal, executive messaging, video programming, internal blogging and webcasting.
- Public Relations – Served as company spokesperson. Managed external communications and social media outreach for Sprint's Advertising and Branding teams and large accounts, including the key vertical markets of Healthcare, Transportation and Manufacturing.
- Marketing and Brand Communications – Supported Sprint's NFL and NASCAR sponsorship efforts. Supported Product, IT, Human Resources, Advertising, Brand and Marketing teams.

Group Manager, International Public Relations Overland Park, Kansas 2001-2003

Increased awareness of Sprint's global brand and international offerings by 18% with targeted audiences in key global markets during 12-month period.

- Public Relations - Planned and executed all PR activities for Sprint's International division and business activities, including the global launch of Internet Protocol services.
- Executive Communications - Provided the division President and regional SVPs with strategic communications counsel and media relations support.
- Team Management - Established and supervised a global network of local spokespeople and PR support, managing a team of four regional PR Managers and 15 in-country agencies



Aventis Pharmaceuticals

(formerly: Hoechst Marion Roussel, Marion Merrell Dow and Marion Laboratories)

Senior Manager, Sales Training Kansas City, Missouri 1999-2000

Streamlined technology training for sales force of 5,000 – reducing estimated meeting expenses by \$850,000 and “out of territory” training time by nearly five percent.

- Led cross-functional training team of 100+ that produced and delivered technology cross training for 960 field sales associates and management at 58 locations in 40 days.
- Designed and coded (HTML) Sales Training intranet site to provide web-based training.
- Conceived and implemented CD-based sales training, reducing “out of territory” time by an average of three days per quarter.
- Managed creative team of six course designers and trainers responsible for developing innovative technology training, using traditional and new-media formats.

Leader, Global Employee Communications Frankfurt, Germany 1996-1998

Created and implemented branded communications strategy for 40,000 employees of newly merged company.

Demonstrated flexibility to work effectively across cultures during successful three-year international assignment.

- Established integrated communication infrastructure to deliver company communications, making use of a wide range of vehicles, including: four-color newsmagazines; global press releases; “Town Hall” meetings; Global Management Conferences; the corporate intranet site and an e-mail newsletters for instant news.
- Developed the key executive messages and internal communications policies for a newly merged company. These key messages and policies were incorporated by regional and country senior leadership and their communications teams for use with employees, media, stakeholders, government policy-makers and the general public.

Aventis Pharmaceuticals *(continued)*

Senior Manager - Global Associate Communications, Financial Communications 1993-1995

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| <p>Redesigned existing employee communication vehicles, resulting in 22% increase in total audience.</p> <p>Realized cost savings of 15% in production of award-winning annual report.</p> | <ul style="list-style-type: none"> • Managed production of deadline-driven employee communications, including weekly newsletters and monthly magazines, single-sheet updates, video programs and special events. • Measured effectiveness of communications projects and programs – implemented improvements based on customer feedback. • Conceptualized, edited and produced award-winning annual report. |
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Project Manager, Marketing Kansas City, Missouri 1992-1993

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| <p>Provided creative direction for company's advertising on Medical News Network.</p> | <ul style="list-style-type: none"> • Conceived creative concepts, tactics and measurements for national broadcast of promotional messages to 5,000-member physician audience. • Directed external ad agency's production of sponsorship messages. |
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Manager, Creative Resources Kansas City, Missouri 1990-1992

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| <p>Created original concept for and supervised production of content for \$7.5 million Visitors Center.</p> | <ul style="list-style-type: none"> • Staffed and managed team responsible for the creation of a variety of communications projects, including CEO presentations, video programs and special projects. • Supervised outside agencies and vendors. |
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Manager, Visual Communications Kansas City, Missouri 1986-1989

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| <p>Estimated annual cost savings of \$250,000 credited to use of in-house video facility.</p> | <ul style="list-style-type: none"> • Established and operated an in-house broadcast-quality video production facility. • Wrote, produced and edited internal video newsmagazine, sales and marketing videos. • Drove execution of all presentation elements for quarterly and annual sales meetings, including speeches, marketing videos and stage production. |
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Hallmark Cards, Inc.

Writer/Producer/Director/Editor Kansas City, Missouri 1984-1986

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| <p>Received two national and three local awards for communication efforts.</p> | <ul style="list-style-type: none"> • Launched Hallmark's inaugural in-house video newsmagazine. Wrote, produced and edited monthly program. • Authored, produced and directed sales and marketing training programs. • Programmed computer-controlled multiple projector slide shows. |
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Education

University of Kansas – Lawrence, Kansas – BS, Journalism

Additional Coursework

Columbia University – Graduate School of Business, Executive Education - Marketing Management
 Decker Communications – Chicago, Illinois - Effective Communicating