

CORPORATE COMMUNICATIONS EXECUTIVE

with 14 years' experience in

- **High-Tech**
- **Information Services**
- **Financial Services**

Experience includes:

- **Global Media and Investor Relations**
 - **Customer Videos and Newsletters**
 - **Advertising/Promotional Literature**
 - **Employee Newsletters**
 - **Employee Roundtables/Awards Programs**
 - **Speech-Writing/Papers/Public Speaking**
- **A corporate strategist and key member of the management team** with extensive knowledge of financial markets.
 - **A crisis manager**: bringing common sense, organizational skills, and a logical decision-making process to solving sensitive, time-critical problems.
 - **A spokesperson for the corporation**: developing and communicating key corporate messages accurately and convincingly, under deadline pressure, to multiple audiences including employees, the media, customers and investors.

Proven team leader and problem solver with highly developed analytical, organizational, communications, and strategic planning skills.

ORANGE COMPUTER SYSTEMS

1998 – Present

Director, Corporate Communications

- Gained extensive positive media coverage in conjunction with launch of company's first product for new market segment.
 - Planned and conducted **media events in 8 countries**.
 - Resulted in **positive stories in 30 major publications** and trade press: *The Wall Street Journal*, *The New York Times*, *Barron's*, *The Financial Times*, *Forbes*, and various foreign publications.
 - A first for the company, **positive TV coverage in the United States**: CNN, CNBC, **and Europe**: Sky Financial Television, Business Daily, The City Programme.
- Successfully **avoided communications crisis**, gained positive press coverage and customer support when company sold a major division. Within a 60-day period:
 - Planned and managed all aspects of a **13-city, interactive teleconference**.
 - Developed all written materials including various employee and customer communications, background materials and press releases.
 - Wrote speeches for six executives including both company presidents (present and acquiring companies).
 - Wrote and produced an extensive question-and-answer document covering **union, compensation and benefits issues and business rational**.
 - Selected and trained staff representations for each of 13 cities.
- Developed and implemented **company's first employee awards program** for service excellence.
 - Honored employees who participated in planning sessions.
 - **Led to changes in key areas** including improvements in software manufacturing efficiencies, shortening of the product development cycle, and improved employee moral.
- **Introduced desk-top publishing** program for in-house production of all promotional materials and various customer and employee newsletters.
 - **Reduced outside services expense by 75%**.
 - Created new **corporate standards manual** and reorganized promotional literature system to replace inconsistent product literature.

ORANGE COMPUTER SYSTEMS, contd.

Director, Corporate Communications, contd.

- Conducted group and individual **employee meetings** to gain and disseminate critical information in identifying and resolving employee-relations problems.
- Prepared quarterly management reports and written/oral presentations to top management and employees to describe corporate accomplishments compared to goals.
- Managed all customer/media/employee communications for sale of three business units.

ELECTRONIC DATA SYTEMS

1986 - 1988

Manager, Advertising and Promotions

- Prepared written and oral **presentations to boards of directors** and senior managers on various services, concepts and results.
- Planned **product launch** and company participation in global foreign exchange conference. Successful product launch resulted in **generating 450 letters of intent from 1500 participants**. Assured successful product introduction:
 - Developed 5-week **direct-mail campaign** to stimulate interest and create an aura of excitement around product prior to conference. Campaign continued at conference with daily newsletter and door stuffer.
 - Maximized impact of **product demonstrations** through use of compelling visual presentation and environment.
 - **Trained teams** of product demonstrators to assure that information regarding benefits and features would be delivered in consistent way.
- Strengthened company relationships with **industry analysts and investors** by arranging product demonstrations in conjunction with bi-annual industry analyst meetings. Demonstrations stimulated interest and **gained support for strategic director from investor community** by communicating important strategic and product information.
 - Selected product to be demonstrated, developed promotional materials, organized display area, selected and trained product demonstrators to assure delivery of consistent corporate message.

CREDIT LYONNAIS

1984 – 1986

Product Manager

- Established and developed new account relationships.
 - Brought in **11 new corporate accounts during 10-month period** producing significant business in precious metals and foreign exchange trading areas.

WASSERELLA & BECKTON

1979 - 1984

Director of Marketing

- **Developed breakthrough idea to sell** foreign exchanges service (currency and travelers' checks) through travel agents the same way hotel space and airline tickets are sold.
 - **via automated airline reservations systems.**
 - Sold concept to senior management and **negotiated contracts with three major airlines.**
 - Developed sales and operational procedures. **Hired and trained 10-person sales and operations staff.**
 - **Promoted concept to travel agents** across the country through industry trade shows and sales program.

EDUCATION

B.A., Psychology, University of Phoenix, 1979