

Selected Accomplishments

Creating coordinated comprehensive communication program for social justice nonprofit. **Result:** Increased visibility in press, with partners and allies, and with donors.

Developed and directed comprehensive strategic internal communication and readiness program for enterprise-wide systems installation. **Result:** Creation and implementation of a program that effectively reached a diverse audience of over 7,000 employees.

Transformed media design and development group into high-functioning, professional organization. **Result:** Production of more than 100 high quality web sites, interactive courseware products, and print materials that met the communication needs of a variety of clients.

Built public relations program by cultivating relationships with reporters, writing press releases and fact sheets, and serving as spokesperson for digital library initiatives. **Result:** Increased visibility, contacts and sales through articles and other publicity.

Produced award winning educational videos and documentary films. **Result:** Increased awareness of issues, recruitment of study participants, and changes in public policy, individual and community health behavior.

Core Competencies and Skills

Strategic communications planning – Provides communications consulting and expertise; possesses design, planning and implementation skills, translates business requirements to strategic communication imperatives; exhibits strong writing and verbal skills; ensures high quality of communication deliverables; performs well in crisis situations.

Meeting client and stakeholder needs – Builds relationships and partnerships; influences others; collaborates effectively; proactively anticipates, understands and responds to constituent needs; manages conflict; quickly and accurately identifies, assesses and resolves problems; active, empathetic listener; high degree of flexibility, creativity and innovation for changing environments.

Managing people effectively – Excellent leadership and people management skills; builds high performance teams, serves as coach and mentor; team player who engages others.

Project management and implementation – Leads project teams; demonstrates superior planning and project management expertise; delivers results on time and within budget; successfully manages multiple projects simultaneously; detail oriented; excellent negotiation skills; strong vendor and consultant management skills; effective resource management.

Technology – Comfortable with a range of technical concepts and terminology, expert in standard business applications, well-versed in all aspects of video production; working knowledge of web design and development software.

Business acumen – Demonstrates experience in working internally in large, complex and matrixed organizations; displays organizational savvy; exhibits strong political awareness; stays closely in touch with state of the business; displays high level of professionalism, confidentiality and judgment.

Employment History

Public Advocates Inc. San Francisco, CA (2006-present)

Director of Communication – Primary responsibility for building strategic communication program, public and media relations, electronic and print publications, development writing, community outreach, and internal communication.

Stanford University Libraries and Academic Information Resources (2002-2005)

Associate Director for Marketing and PR – Planned, managed and implemented marketing and communication initiatives for digital products and programs:

- ◆ Consulted with library departments on marketing and communication strategies
- ◆ Created communication plans
- ◆ Wrote press releases and placed news items with media outlets
- ◆ Developed content for print and web

Director, Stanford University Media Solutions – Provided leadership and management for \$1.2M organization producing more than 100 high quality web sites and applications, interactive courseware, and print materials:

- ◆ Transformed design and development group into high-functioning professional team.
- ◆ Set strategic direction, developed business, and managed finances of organization
- ◆ Recruited, hired and supervised staff of 12 FTEs, including two managers, plus a pool of regular and part time contractors
- ◆ Served as public face of the organization and primary liaison with central administrative units on financial, human resources and other operational issues.
- ◆ Worked effectively with faculty, senior administrators, and departmental staff to identify communication, marketing, and operational needs, and develop solution alternatives.
- ◆ Presented in front of diverse groups, facilitated large and small meetings, wrote proposals, and correspondence aimed at internal and external organizations.
- ◆ Initiated new programs, products, policies, processes and procedures.

Information Technology Systems and Services, Stanford University (2001-2002)

Internal Communications Manager - Provided leadership and management for key team supporting campus-wide systems implementation projects, including marketing, communication, change management, training and help desk support:

- ◆ Initiated new programs, policies, processes and procedures.
- ◆ Recruited, hired and supervised two teams totaling 11 FTEs.
- ◆ Identified and analyzed problems, recommended strategies, approaches, and solutions, advocated for resources, and facilitated interactions with key stakeholders.
- ◆ Directed and approved formal strategic and tactical plans for each area of responsibility
- ◆ Wrote and delivered articles and presentations on behalf of projects, and ghostwrote and prepared materials for project sponsors and executives.
- ◆ Oversaw production of print and electronic materials, mediated communication between technical staff and end users, translated technical jargon into lay language, guided the change management process.
- ◆ Represented campus readiness teams and viewpoints on senior staff management group.
- ◆ Served as one of the main points of contact for senior campus administrators.
- ◆ Directed evaluation on effectiveness of campus readiness programs and ensured team engaged in continuous process improvement.

CareCore, Inc., Mountain View, California (2000)

Director, Content Development - Responsible for corporate communication, editorial content, product definition, and user experience as the third employee for internet start-up (funded primarily by IMPAC Medical Systems board members) providing tools and services to physicians, cancer patients, and their families:

- ◆ Oversaw development of web portal and proof of concept, supervising work of design firm, technology consultants, and four part-time writers.
- ◆ Represented interests of key stakeholders through research and information gathering, and engaging in product definition and development.

Stanford Center for Professional Development (1998 –2000)

Producer/Project Manager, MediaWorks – Responsible for organizational and project management for multimedia production group providing web, interactive training and video production services:

- ◆ Served as interim co-director and second in charge of web and documentary units, sharing responsibility for overall performance of organization.
- ◆ Performed sales, marketing, and communication functions while developing effective business relationships.
- ◆ Supervised 6 FTEs including administrative staff, designers, and developers.
- ◆ Managed finances, creating business processes around billing and accounting, including implementation of local financial system.
- ◆ Identified potential projects, wrote proposals recommending solutions to meet expressed client communication, marketing and operational needs, and created project plans and budgets.
- ◆ Provided project management, information design, and content development services for specific projects.
- ◆ Represented interests and needs of client in interactions with project staff.

Stanford University Controller's Office (1995-1998)

Communication Manager - Primary responsibility for developing and implementing university-wide communication program for system implementation project to replace university core financial systems with Oracle financial suite of applications:

- ◆ Recommended strategies, approaches, and solutions, and facilitated interactions with key stakeholders.
- ◆ Developed and implemented communication and change management plans.
- ◆ Wrote and delivered articles, presentations and other content, and ghostwrote and prepared materials for project sponsors and executives.

Communication Specialist - Developed and implemented university-wide communication and change management strategies in a team environment for business process reengineering project aimed at university purchasing and payables processes:

- ◆ Recommended strategies, approaches, and solutions, and facilitated interactions with key stakeholders.
- ◆ Implemented communication and change management plans.
- ◆ Wrote and delivered articles, presentations and other content.

Stanford Center for Research in Disease Prevention (1989-1994)

Producer/Project Manager - Primary responsibility for film and video productions as producer, director, writer, and editor as key member of health communication team providing print and electronic materials, and technical assistance, for community-based health promotion interventions and campaigns:

- ◆ Wrote proposals and scripts, developed budgets, provided creative oversight.
- ◆ Supervised project teams of up to ten staff and freelancers.
- ◆ Facilitated formative and summative evaluation of key messages.

Education

Stanford University, Stanford, California

Master of Arts from Department of Communication (1986)

Northwestern University, Evanston, Illinois

Bachelor of Science in Speech, major in Communication Studies (1981)

Lifetime California Community College Teaching Credential