

MARY L. SMITH

(555)555-5555

msmith@xmail.com

SENIOR EXECUTIVE – GLOBAL COMMUNICATIONS

Delivering pro-active, high-impact communication strategies that optimize employee engagement, market reputation and business growth.

Award-winning communications leader with extraordinary expertise in both internal and external communications across diverse B2B and B2C segments. Well-established successes in managing high-stress, crisis communications and transformational change. Excel at strategic planning and guiding cross-functional global teams to near-flawless tactical execution. Collaborative leader who relishes change and challenge as a path to opportunity and distinction.

**Internal & External Communications | Media Relations | Crisis & Reputation Management
Executive/Media Counseling | Litigation Communications | Integrated Communications Platforms**

Professional Experience

DOVER WORLD INDUSTRIES, INC.

Pittsburgh, PA • 2006–2008

\$3.6B building products leader with 13,000 employees and 40 manufacturing plants worldwide.

VP, Corporate Communications

Recruited to overhaul corporate communications upon company's emergence from asbestos-related, 6-year bankruptcy. Led internal and external communications, including media relations, employee and CEO/executive communications, and coordination of Investor Relations (IR) messaging. Primary corporate spokesperson, head of Corporate Giving, and Co-Director of philanthropic Armstrong Foundation.

- Rebuilt corporate communications team in highly volatile environment. Successfully fostered cross-business collaboration to replace dynamic of limited trust and cooperation.
- Hired PR leader, Burson-Marsteller, and guided development of global, integrated communications package for investors, suppliers, distributors, customers, employees, and the media.
- Led global communications for post-bankruptcy strategies that included JVs and other alliances, and divestiture of \$250M European business unit.
- Directed trailblazing communications strategy and deployment for global environmental sustainability initiative.

CHRISTOPHER PRODUCTS

Boston, MA • 1994–2006

\$2.3B global leader in consumer and professional eye health products, Rx pharmaceuticals and medical devices. 13,000 employees in 100+ countries.

Director, Corporate Communications, 2001–2006

Director, Worldwide Organizational Communications, 1997–2001

Manager, Public Relations, North American Vision Care Division, 1994–1997

Recruited by company President and promoted through progressively broader communications roles in environment of intense transformational change—2 new CEOs, 4 restructurings, a major divestiture, and 2 acquisitions totaling \$1B.

Led internal and external communications (media relations, employee and CEO/executive communications, and investor relations) with laser focus on planning, coordination and flawless execution of national and global initiatives. Prepped executives for appearances on CNBC, CNN, MSNBC, NBC, the Today Show, and more. Global spokesperson on all corporate issues and member of Executive Board's Communication Council.

External Communications Achievements

- Led crisis communications during 2006 global product recall, interfacing with media leaders such as the Wall Street Journal, New York Times, Los Angeles Times, and more. Received Chairman's PATH Award for "heroic performance" during 6-month crisis.

CHRISTOPHER PRODUCTS, continued:

- Launched award-winning global communications introducing the company's new master brand, cultural drivers, and diversity and ethics programs, with materials developed in 10 languages.
- Managed integrated communications efforts for the 2005 CT Freda acquisition, China's largest pharmaceutical company.
- Enlivened global communications by inaugurating streaming videocasts of CEO messages and interactive live meetings on the Web.
- Awarded a Silver Telly (1st place) and a Bronze Telly (2nd place) respectively for producing a video introducing the company's new master brand and a 150th anniversary film.

Internal Communications Successes

- Radically improved internal communications infrastructure:
 - Organized global network of communicators to unify key messaging in a decentralized, matrix organization.
 - Founding member, Corporate Reputation Management and Customer Relationship Management teams—ensuring consistent messaging, branding and market awareness.
 - Initiated quarterly CEO state-of-the-business meetings and the 1st enterprise wide Intranet for employees.
- Launched communications for a new employee benefits program—receiving an International Association of Business Communicators Gold Award for video excellence and a Silver Award for print communications.
- Introduced corporate wide ethics program, including training courses and an employee hotline.

Public Relations Achievements

- Directed national crisis communications that preserved sales despite highly publicized class-action lawsuits. Substantiated company performance with Dateline NBC and national print media. Coached sales force to communicate persuasively and correctly with doctors.
- Led media relations for division sponsorship of the Summer Olympic Games in Atlanta in 1996, including highly-visible Today Show placement.
- Honored with Career Achievement Award in 1998 for exceptional achievements in customer communications, crisis management and employee communications.
- Recipient of Professional Excellence Award in 1997 for management of litigation communications.

UNIVERSITY OF PITTSBURGH

Pittsburgh, PA • 1987–1994

Assistant Director, Public Relations & Communications, Cancer Center

In faculty-level role, directed media, public affairs, and patient and community relations for 5 university-based hospital treatment and research facilities. As media spokesperson, advised on national media efforts, including crisis communications. Board member of the National Cancer Institute's Communications Team.

- Led crisis communications relating to linear-accelerator malfunction that overdosed patients receiving radiation therapy as well as communications for Cancer Center expansion and the establishment of a volunteer league.
- Introduced region's 1st free mammography clinic for underserved women—winning the Preventive Health Leadership Award from the Allegheny County Breast Health Partnership for high-impact launch.
- Drove public awareness (media, logistics and special events) for multiple community wellness programs, a skin cancer screening weekend, and a prostate cancer screening clinic.
- Initiated 1st patient newsletter and research communications.

Education

Master of Arts in Communications, Carnegie Mellon University, 1989
Bachelor of Arts in English, State University of New York at Oswego, 1987
Executive Management Certificate Program, University of Pittsburgh, 1992

Professional Affiliations

Communications Council, National Association of Manufacturers
International Association of Business Communicators
Board of Directors, United Way of Lancaster County
Corporate Representative, Pennsylvania Chamber of Commerce
Public Relations Society of America