



- Served as primary corporate spokesperson with top-tier business, financial, M&A and technology media such as Bloomberg, New York Times, Wall Street Journal, CNBC, Fox Business News, CNNfn, Reuters, Financial Times, TheStreet.com, USA Today
- Streamlined earnings press release process and strategy by developing a communications led playbook and process for announcing quarterly results
- Led corporate communications, internal communications and re-branding team for eBay Classifieds Group business unit
- Provided planning and messaging leadership to M&A and corporate development teams.
- Managed PR staff of 15 in the U.S., Germany, Netherlands and the U.K.
- Led media relations for the CFO and supported CEO
- Completed acquisition/joint venture communications plans for StumbleUpon (U.S.), Sanook! (Thailand), Gittigidiyor.com (Turkey), Kijiji (U.S.), Yahoo! Japan, Afterbuy (Germany), Den Bla Avis (Denmark), Bill Me Later (U.S.) and Gumtree (U.S.).

2005 – 2007

Ketchum

San Francisco, CA

*Vice President / Group Manager*

Managed an eight-person team focused on several B2B and B2C technology accounts including Intrado, Kodak, ISACA, FedEx, Socket and Nokia with annual income of approximately \$4.5 million.

### **Key Accomplishments**

- Organized a successful program to combat activist shareholder initiative for Intrado
- Led and executed Kodak's launch into the consumer inkjet printer market.
- Recruited and managed a specialist team of 50 PR and brand marketing practitioners around the world for the Kodak inkjet printer launch
- Successfully grew department's year over year revenue by 25% with new business wins with LivePerson, Socket Mobile and the expansion of the Kodak business
- Instituted a business and corporate communications/IR re-positioning for Socket Mobile

2002 – 2005

Text 100 Corporation

Rochester, NY

*Senior Account Director*

Managed a \$1.2 million annual budget and a staff of seven leading the communications efforts of Xerox Global Services.

### **Key Accomplishments**

- Won PRism awards for thought leadership campaigns in 2003 and 2004.
- Delivered strategic planning and counsel to Xerox Global Services regarding competitive landscape and communications approaches to the press and analyst communities.
- Conducted market and competitive research; planned, wrote and edited all written materials including strategic plans, presentations, magazines, newsletters, press releases and pitches.
- Provided direction to the agency's efforts to develop financial communications practice.
- Client moved to #9 ranking on 2004 *InfoWeek* 500 list of top companies using technology; up from 230.

1999 - 2002

Full Disclosure Media, LLC

New York, NY

*President and co-founder*

Led the company's corporate communications consulting practice, FDM Consulting. Managed the firm's operations, client counsel, strategic planning, media and analyst relations, trade show support and collateral development for: Selectica Inc., Kinesys Software Inc., Intellicomm Inc., and The Anthonians

### **Key Accomplishments**

- Successfully built start-up team four and raised \$250,000 of early round of seed capital.
- Oversaw the company's sales initiatives and corporate development.
- Led affiliate and strategic partnering efforts with XXX .
- Grew client billings from zero dollars in year one to annualized run rate of \$350,000 in year three with client wins such as Intellicomm, Kinesys Software, Selectica and FreightWing.

1998 – 1999

The Financial Relations Board

San Francisco, CA

*Associate and Account Manager*

Provided investor relations counsel to fast growing, publicly-traded companies in the following industries: semiconductor, telecommunications, clinical information systems, fiber optic communications, industrial recycling, and business services. Clients included SDL, AEHR Test Systems, Navigant International, Socket Communications and Preview Travel

**Key Accomplishments**

- Designed long-term program plans, message development, business modeling, market/situation analysis, strategic positioning, and investor targeting.
- Developed multiple financial communications programs for Wall Street and financial media
- Provided senior management with consultation on disclosure policies, strategic news management plans, crisis communications, shareholder issues, and market conditions.

**EDUCATION**

*Master of Science, Mass Communications (1994), San Diego State University, San Diego*  
*Bachelor of Arts, Communication (1991), La Salle University, Philadelphia*