

experience

Nike, Inc.

Beaverton, Oregon
May 2023 - Current

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Global Director, Executive and Employee Communications

Elevated into expanded global role to shape strategy and program for newly-formed Executive and Employee Communications team. Built strategy and plan for enterprise-wide Vice President communications model to create a consistent, transparent employee communications experience for all Nike teammates. Co-led creation of global employee communications strategy for FY24 and beyond. Key leader for enterprise employee communications programs and experiences, most notably, World Cup 2023 and the live global broadcast for our Maxims Award Show and Orange Carpet experience for award winners, executives and special guests.

February 2021 - May 2023

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Global Director, Communications

Global communications leader for Nike's Consumer Creation organization which included insights, design, product creation and merchandising. Led communications for President, Consumer Creation, with program communications averaging 91% engagement. Led employee editorial and experiences for the function, including marquee moments like JDI Day, elite athlete visits, all-team meetings and more. Drove narrative storytelling programs/projects for Nike's most high-profile stories, including employee experiences for Nike's 50th anniversary, the opening of the Serena Williams Building and work on media briefings at Nike's World Headquarters.

December 2018 - February 2021

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Global Communications Portfolio Leader, Consumer Insights

Built and led comprehensive communications program for data and analytics function, including messaging strategy, centralized channel strategy and tactical plan including leadership communications approach and stakeholder engagement models. Built and launched intranet presence for the team and created team brand materials. Partnered with leadership team to build and launch team strategic plan, organization restructure and related assets.

American Express Global Business Travel

Jersey City, New Jersey
August 2014 - December 2018

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Vice President / Global Head of Internal Communications

Promoted in November 2015 from Director / Head of Global Employee Communications

Appointed head of global internal communications for new joint venture company. Designed, built, and ran CEO, executive and enterprise communications strategy to inform and engage distributed global employee base across digital and traditional channels. Led comprehensive narrative project (including employee value proposition), strategic communications program and introduced the company's first-ever social intranet. Increased employee engagement with corporate communications by 72%. Doubled annual employee survey results for transparency and C-Suite executive visibility over 24-month period. Led communications during period of high transformational change, including multiple mergers and acquisitions, reductions in force and new business systems implementations. Co-led corporate communications efforts. Also established company's Corporate Social Responsibility, change management, and crisis communications programs.

American Express Company Travel Related Services

New York, New York
August 2012 - August 2014

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Director / Head of Global Marketing Communications

Overhauled a 10-year-old business value proposition and led an integrated global marketing communications program that directly supported a 28% increase in sales for targeted segments. Led brand messaging creation, annual campaign themes, brand voice, visual identity development, content strategy and production (including 62 case studies). Articulated the brand story across multiple channels including global industry and customer events, 23 market websites, and prospect marketing (digital, sales materials and RFP messaging and materials).

July 2009 - August 2012

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Director / Head of Global Communications + Messaging

Promoted in January 2012 from Senior Manager Global Employee Communications

Led a team of eight employees to run a communications program that 15,000+ global employees rated 93%+ in terms of supporting their strategy awareness and engagement. Program centered on executive support for President, Global Travel Services and eight-person executive team, corporate messaging/narrative development and content strategy, channel strategy and management, restructuring/reorganization communications, and re-engineering/transition management programs.

additional experiences

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Communications + Marketing Generalist

Between 1999 and 2007, held various communications, public relations and marketing roles with increasing responsibility at American Express Company, Benetton Group (Sportssystem) and an event production company.

accolades

2022 Nike Maxim Award Winner for Serena Williams Building Communications Program
8-time recipient of American Express Communications Excellence Award
2-time recipient of American Express Pacesetters Award (top 5% of talent)
Recipient of American Express Chairman's Award for Innovation
Ragan Communications Intranet Awards Top Honor for HR Use Case

education

Bachelor of Arts | Journalism, Public Relations + Advertising
Temple University | Philadelphia, PA | June 1998