

DYLAN GOLD

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SENIOR EXECUTIVE: CORPORATE COMMUNICATION

Change Management Communication • Global Communication Programs • Message Strategies

Game-changing communication strategist with 20+ years' experience integrating targeted message concepts into strategic business direction. Skilled in harnessing full span of major national media channels for Global 500 companies to promote organizational and external communications for domestic and worldwide audiences. Practiced in producing rapid, effective responses to crisis situations. Talented in creating a culture of teamwork and common mission across business units.

EXECUTIVE PERFORMANCE

GLOBAL INNOVATION GROUP, New York, NY

2006–2009

VICE PRESIDENT—CORPORATE COMMUNICATIONS

Unique, high-profile position combining strategic corporate communications, investor relations, diversity program leadership, and corporate giving for bankrupted \$3.6B global leader in building products. Mounted comprehensive internal and external communications program to facilitate company revitalization during period of high business uncertainty. Attained significant cross-business collaboration.

- **Communications Team Development.** Rebuilt decimated team to produce and deliver company-wide communication that positioned company for future success.
- **High-Impact Communications.** Led global communications effort to convey Dover's search for alternative business solutions following emergence from Chapter 11.
- **Recruitment Initiative.** Reached qualified candidates with digital and traditional recruiting communications plan augmented by technology investments to process resumes and track applicants.
- **Corporate Image Rebranding.** Spearheaded development of environmental sustainability initiative including launch of microsite to publicize company's environmental efforts.
- **Corporate Philanthropy.** Directed Armstrong Foundation that distributed up to \$5M annually, and headed Corporate Giving activities that provided in-kind donations to Habitat for Humanity.

ADAMS HEALTH PRODUCTS, Chicago, IL

1994–2006

DIRECTOR—CORPORATE COMMUNICATIONS, 2001–2006

Reached highly targeted audiences through development and execution of strategic organizational and external communications for \$2.3B global leader in eye health products, pharmaceuticals, and medical devices. Authored executive speeches and served as corporate spokesperson engaging national and regional media including CNN, CNBC, MSNBC, NBC and major newspapers. Led creation of high-energy website and PR materials to capture attention, selecting optimal agencies and consultants in PR, print and video production, and web design.

- **Global Communication Crisis Leadership.** Devised epic communications strategy following spectacular failure of new, high-profile product. Gained exposure for renewed safety focus in *Wall Street Journal*, *New York Times*, *Atlanta Constitution*, *LA Times*, and other publications. Awarded company's highest honor for "heroic performance" during crisis.
- **Technology Enhancements.** Introduced new channels to strengthen employee communications. Partnered with IT team to link sites worldwide for live interactive CEO meetings.
- **Multinational Communications.** Produced award-winning employee materials in 10 languages explaining company's new master brand and value of diversity and ethics programs.
- **Acquisition Communication.** Created rich foundation for defining new brands by leading communication strategy for 2005 acquisition of CT Freda, China's largest pharmaceutical company.
- **Industry Awards.** Won awards at 25th Annual International Telly Awards Competition in corporate film/video category: top Silver Award for *The Path of Innovation*; and second-place Bronze Award for the Christopher Products' 150th anniversary film, *From 1853 to Beyond 2020*.

DIRECTOR—WORLDWIDE ORGANIZATIONAL COMMUNICATIONS, 1997–2001

Directed all facets of global, internal communications during period of turbulent change. Created a shared organizational understanding of company direction following 2 CEO transitions, 4 restructurings, divestiture of Ray-Ban sunglasses business, and integration of \$1B acquisition.

- **Positive Corporate Image.** Promoted strong corporate culture by instituting quarterly CEO state-of-the-business meetings.
- **Communication Advances.** Debuted company's first corporate intranet to enrich communication with employees and minimize misunderstandings.
- **International Communication.** Collaborated with key communicators in international network to add value to organizational communications in highly decentralized, matrixed organization.
- **Company Firsts.** Founding member of Customer Relationship Management team and Corporate Reputation Management team, forged to strengthen brand and messaging for revenue growth.
- **Industry Recognition.** Won International Association of Business Communicators awards in 2000: Gold Award for employee benefits video; Silver Award for employee communications.

MANAGER—PUBLIC RELATIONS, NORTH AMERICAN VISION CARE (Division), 1994–1997

Recruited by company president for prominent position steering media relations and marketing communications for vision care brands, the company's largest and best-known business. Led development of promotional messages for trade shows, customer communications, and product launches. Engaged in cultivating media relationships as primary spokesperson for company.

- **Crisis Communication Leadership.** Safeguarded company's competitive advantage and sales by responding quickly and effectively to widely reported class-action lawsuits. Informed media about product performance and instructed sales force how to communicate with doctors about products.
- **Company Awards.** Received 1997 Professional Excellence Award for successful litigation communication defending company's reputation and 1998 Career Achievement Award for communication pieces fortifying company brand.
- **Brand Awareness Campaign.** Propelled broad knowledge of products by leading media relations effort for division's sponsorship of 1996 Summer Olympic Games in Atlanta. Achieved placement of *Today Show* at Christopher Products' Olympic Vision Center.
- **Unified Messaging.** Partnered with cross-functional team members to establish clear, consistent messages to all major stakeholders and media representatives.

DUKE UNIVERSITY, Durham, NC

1987–1994

ASSISTANT DIRECTOR—CANCER CENTER, PUBLIC RELATIONS AND COMMUNICATIONS

Created guiding vision for public relations and internal communications strategies for 5 clinical centers. Spearheaded media and special events for public awareness initiatives related to cancer issues, clinic openings, and center expansion.

- **New Communication Vehicle Launch.** Piloted patient newsletter and research publication to strengthen center's community reputation.
- **Crisis Communication Leadership.** Crafted compelling and empathetic messages to restore confidence in center following radiation therapy patient overdosing.
- **Industry Recognition.** Appointed to National Cancer Institute's Board to guide communications team particularly in nationwide crisis communication strategy.

EDUCATION & CREDENTIALS

Executive Management Certificate Program, WHARTON SCHOOL OF BUSINESS, attended 1992

Master of Arts in Communication, AMERICAN UNIVERSITY, Washington, D.C., 1989

Bachelor of Arts in Journalism (Chemistry minor), BOSTON COLLEGE, Chestnut Hill, MA, 1987

AFFILIATIONS

National Association of Manufacturers—Communications Council
 New York Chamber of Commerce—Corporate Representative
 Corporate Executive Board—Communications Council
 International Association of Business Communicators
 Public Relations Society of America