

# Laura Min Jackson, MSOD

## Curriculum Vitae

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## PROFESSIONAL EXPERIENCE

**LMJPR** Tustin, CA

June 2006 –  
present

**Independent Consultant** providing Strategic Communications, Public Relations, and Leadership Coaching/Training for a variety of clients, including: *Bank of Hope; Beckman-Coulter; Christie Digital; Imagination Foundation; Johnson & Johnson; On-X Life Technologies; Össur, TOUCH Bionics, and Sony Pictures Entertainment Corp.*

**Edwards Lifesciences Corporation** Irvine, CA

April 2000 –  
June 2006

**Vice President, Global Communications.**

Oversaw all communications for S&P 500/FORTUNE 1000 medical technology company (NYSE:EW) with 5,000+ employees and \$1 billion+ in annual revenues. Responsible for all global internal and external communications, including naming and identity-creation for the new entity; spokesperson training; corporate branding; crisis communications; executive communications and change communications, including extensive M&A and divestiture activities. Also oversaw corporate videos and website; community relations and CSR/strategic philanthropy, including creation and oversight of the \$50 million Edwards Lifesciences Fund. Managed global staff of 17 direct and indirect reports. With team, received numerous industry awards for various PR programs, corporate videos, and annual reports. Served as member of Edwards' Senior Leadership Team and Facilitator for Executive Leadership Team. Represented company in key community, public affairs and industry capacities, including co-founding and co-chairing the AdvaMed TSE Working Group, and developing and delivering training programs on key company and communications initiatives on a global basis.

**Baxter Healthcare Corporation, CardioVascular Group** Irvine, CA

September 1996 –  
April 2000

**Vice President, Global Communications** for cardiovascular business unit of FORTUNE 500 medical technology firm, which was spun off as Edwards Lifesciences in April 2000. Led all Group-Level internal and external communications globally, as well as community relations, strategic philanthropy and crisis communications for organization of 6,500 global employees and approximately \$1 billion in annual revenues. Closely coordinated activities with Corporate Communications and IR teams. Member of Baxter's Senior Leadership Team; Global Branding Council; Y2K Team; Edwards Divestiture Team.

**Porter/Novelli** Los Angeles, CA

August 1994 –  
August 1996

**Senior Vice President/Regional Healthcare Practice Director.** Responsible for launching California Dept. of Health Services' Breast Cancer Early Detection Program, overseeing all print and broadcast media relations and advertising; government affairs; community-based outreach, and clinic network communications. Also led account team in strategic public relations and crisis communications for office's health technology-consumer accounts, including *Allergan* (Surgical division-now AMO), *Cardio-Thoracic Systems* (acquired by Johnson & Johnson), and *Oral-B Laboratories*.

**PainePR** Irvine, CA

April 1987 –  
August 1994

**Vice President.** Provided account management, program development and client counsel to 40+ healthcare-related clients over a 7-year period, including *PacifiCare / Secure Horizons* (now United Healthcare) and *Advanced Cardiothoracic Systems* (acquired by Boston Scientific). Instrumental in helping establish PainePR as the largest PR firm in Orange County, with a nationally-ranked healthcare practice. Managed crisis response, internal, franchise relations and change communications programs for *Taco Bell*, and B2B and award-winning, national print and broadcast consumer media relations campaigns for *Premier Relocation Services*.

**Burson-Marsteller** Los Angeles, CA

May 1984 –  
April 1987

**Account Executive.** Provided account management and media relations for various consumer, high-tech and B2B accounts, including *M&M/Mars*; *Walt Disney Productions*; *Coca-Cola*; *Archive Corp.*, and *Farr Filters*.

## ACADEMIC/TEACHING EXPERIENCE

**University of Southern California** Los Angeles, CA

Spring 2008 –  
present

**Adjunct Faculty, Annenberg School for Communication & Journalism.**

Regularly teach graduate-level courses in ***Strategic Public Relations Research, Evaluation and Insights*** (PR 504) and ***Legal, Ethical & Social Foundations of Strategic Public Relations*** (PR 510). Taught one of the School's first sections of ***Business Fundamentals for Strategic Public Relations*** (PR 599 – now PR 529) during Spring 2016, and ***Principles of Public Relations*** (PR 561) online course for the Master's in Communications Management (MCM). At the undergraduate level, taught ***Social, Legal and Ethical Foundations of PR*** (PR 428), ***Theoretical Foundations of Public Relations*** (PR 235), and ***Business & Economic Foundations for Public Relations*** (PR 429). Design and deliver all course content, including lectures, application projects and experiential learning exercises; consistently receive excellent student evaluations. For Annenberg's Center on Public Diplomacy, designed a semester-long course on Healthcare Communications (DPST 302) including annotated instructor syllabus with suggested culturally-appropriate texts, assignments, mid-term and final projects, for the American University in Dubai.

Served as Thesis Advisor/Reader for select MSPR students and as a reader on the MSPR Comps evaluation committee. Participated in re-design of JOUR 504 content / coursework in Fall 2010, and JOUR 428 in 2012, to ensure greater consistency of content delivery and academic rigor among all course sections. Played a consultative role in helping Profs. Floto and Tenderich develop key content/concepts for the new PR 529 ***Business Fundamentals for Strategic Public Relations*** course, which formerly had been taught at the Marshall School of Business; taught two of the first three sections of this course to be offered in Spring 2016.

From 2012-2015, served as Project Manager/Lead Researcher for the **USC Annenberg Third Space** project and **Annenberg<sup>x</sup>** experimental learning initiative, under the supervision of then-Annenberg Dean Ernest J. Wilson III. Conducted extensive secondary primary research to confirm proof-of-concept; drafted original whitepaper, website, video script and various presentations regarding The Third Space.

Developed quantitative instrument and launched the first industry Survey on Third Space Thinking to communications professionals; conducted all data analysis and presented findings during select Dean's Forum events in 2014-15. Co-authored the first whitepaper on Third Space Thinking, and served as editor of the revision published in 2018. Served as live and webcast host/facilitator for **Dean's Forum on Third Space Thinking** sessions when the Dean's travel precluded his participation, in Spring 2015.

Designed and facilitated '**Amazing Products**,' a half-day experiential workshop focusing on teaching concepts of creativity and design thinking, to incoming MSPR students in Fall 2013. Taught a 2-day experiential workshop on **Third Space Thinking** to 20+ LA-area high school students as part of the Upward Bound program in Summer 2015. Created '**Partners**,' a scenario-based learning experiential as part of the PR 599/529/429 (Business Fundamentals) course, to teach students critical thinking and decision-making while exploring key principles of PR agency management.

**California State University, Fullerton** Fullerton, CA

**Adjunct Faculty.** Taught undergraduate-level courses in **Organization Behavior** (MGMT 340) and **International Business & Management** (MGMT 350) at the Mihaylo College of Business & Economics (2006-09). Taught **Public Relations Writing** (COMM 362) for the Department of Public Relations (2006-07). Consistently received excellent student feedback during formal evaluations. Was the only CSUF Mihaylo faculty member selected to design and facilitate 2 separate workshops -- "Teambuilding and Visioning" and "Embodying Leadership" -- during Orientation Weekends for incoming Mihaylo MBA/EMBA students.

Spring 2006 –  
Fall 2009

## EDUCATION & TRAINING

**Master's of Science, Organization Development (MSOD)**, Pepperdine University, Malibu, CA, 2004.

Thesis: *Diagnosing the Projected Decline in the Cardiothoracic Surgery Workforce*

(A portion of my thesis subsequently was used in the Society of Thoracic Surgeons' 2005 multi-media campaign to recruit new surgical residents to the specialty).

**Bachelor of Arts, Communications/Public Relations**, California State University, Fullerton, 1986.

- CSUF Public Relations Student of the Year, 1985
- Pacific Coast Press Club Southern California Colleges Scholarship Winner, 1985
- Executive Director, CSUF Communications Week, 1985
- Patty McClymont Memorial Scholarship Winner (IABC/OC), 1984
- Richard Gavotto Memorial Scholarship Winner (PRSA/OC), 1984
- National Foundation for Public Relations Research & Education Shirley & Rea Smith Book Award, 1984
- Editor, *CSUF Interface Journal* 1983-84

### **Post-Graduate Coursework/Training/Certifications**

Certified Facilitator, *DISC®/DISC Indra & Team Innovation/Team Dimensions Profile®*, 2007.

Certification, *Dealing With An Angry Public*, Harvard Program on Negotiations, Cambridge, MA, 2005.

## **PROFESSIONAL AWARDS**

<b>U.S. International Film And Video Festival</b>	2005
Certificate of Excellence - Corporate Communications (with Robin Lewin Prodn.)	
<b>National Design Council Appleton Award</b>	2004
Best Annual Report (with RAMP Creative)	
<b>National Investor Relations Institute/Orange County</b>	2001
Best Online Annual Report (with RAMP Creative)	
<b>National CIPRA (Creativity in Public Relations Award)</b>	1999
Best Campaign – New Medical Technology Launch (Baxter Novacor FDA Approval)	
<b>PRSA/Orange County PROTOS Awards</b>	1993
Trade Publication Story (Planted)	
<b>PRSA/Orange County PROTOS MERIT Awards</b>	1991
Consumer Story (Written) & Consumer Story (Planted)	
<b>PRSA/Orange County PROTOS Award</b>	1989
Best Marketing Communications Program	
<b>PRSA/Orange County MERIT Award</b>	1989
News Release Writing	
<b>PRSA/Orange County PROTOS Awards</b>	1988
Best Marketing Communications Program & News Feature Writing	
<b>International Association of Business Communicators (IABC/OC) HELIOS Awards</b>	1988
Best News Writing & Best Personality Profile	

## **PUBLICATIONS and BOOK CHAPTERS**

### **Whitepaper**

(co-author) *Addressing The Critical Communications Talent Crisis In The "Third Space"* (E. J. Wilson III, PhD., lead author), November 2012-15, rev 2018

### **Academic Article**

*Teaching International Management Concepts Through Cinemeducation*  
*International Journal for Global Business and Economics*, Dec. 2008, ISSN: 1934-6336

### **Book/Chapter Contributions**

*Head, Heart, and Wallet: A Model for Compassionate Listening in the Workplace in*  
*Awakening the Workplace*, published by Experts Who Speak Books, 2006, ISBN: 0-9780283-0-9

5C Self-Assessment Workbook in *Done Deal: Your Guide to Merger and Acquisition Integration*,  
published by Authenticity Press, 2006, ISBN: 0-9739130-1-0

(co-author) *Creating a Community: The Role of the Medical Technology Industry in Addressing the Challenges of Cardiovascular Disease* – speech delivered by M. Mussallem at the Global Forum on Humanitarian Medicine in Cardiology and Cardiac Surgery Global Healthcare Forum in Brussels, 2003

## PRESENTATIONS/FACILITATION EXPERIENCE

<b>Bank of Hope Executive Leadership Workshop</b>		
Presenter/Facilitator, "Leading A Multi-Cultural, Multi-generational Workforce"	Los Angeles, CA	May 2019
<b>USC Upward Bound</b>		
Guest Lecturer, "Using Third Space Thinking to Solve the California Drought"	Los Angeles, CA	Summer 2015
<b>Pepperdine University MSOD Alumni Conference</b>		
Workshop Co-Facilitator, "The Courage to Teach" (based on the works of Parker Palmer)	Santa Cruz, CA	May 2015
<b>Dean's Forum on Third Space Thinking</b>		
Substitute Host/Facilitator for monthly live/webcast guest presentations	Los Angeles, CA	Spring 2015
<b>BBCN Executive Team and Training Dept.</b>		
Presenter/Facilitator, "Leadership Fundamentals" and "Teaching Leadership Fundamentals/A Train-the-Trainer Workshop"	Los Angeles, CA	March 2015
<b>Avery-Dennison Communicators' Retreat at USC</b>		
Presenter/Facilitator, "Third Space Thinking"	Los Angeles, CA	Spring 2014
<b>USC Annenberg MSPR Orientation</b>		
Facilitator, "Amazing Products – a workshop on Design Concepts and Third Space Thinking"	Los Angeles, CA	Fall 2013
<b>Christie Digital Leadership Workshop</b>		
Presenter/Facilitator, "Leadership Communications/Considerations for Managing Remote Employees"	Cypress, CA	Fall 2013
<b>BBCN Executive Communications Workshop</b>		
Presenter/Facilitator, "Leadership and Change Communications"	Los Angeles, CA	June 2012
<b>Backhausdance</b>		
Teacher/Facilitator, "Master Class on Embodying Creativity"	Orange, CA	May 2010
<b>Fibromyalgia Association of Southern California</b>		
Presenter, "Introduction to The Nia Technique®"	Orange, CA	Aug. 2009
<b>International Conference of the Business &amp; Economics Institute (BEI)</b>		
Presenter, "Teaching International Management Concepts Through Cinemeducation"	Las Vegas, NV	Dec. 2008
<b>CSU Fullerton Mihaylo College of Business &amp; Economics</b>		
Facilitator, "Team Visioning" & "Embodying Leadership" workshops during New MBA/EMBA Student Forum	Fullerton, CA	Aug. 2008 -Jan. 2009
<b>Royal Roads University, Victoria BC</b>		
Guest Faculty Panelist, <i>Entrepreneurial Management</i>	British Columbia, CAN	June 2008
<b>Korean Airlines (Management Training Retreat)</b>		
Presenter, "Leadership Strategies" & "Communications and Interpersonal Effectiveness for Leaders"	Los Angeles, CA	Feb. 2008 -Feb. 2010
<b>Nara Bank (Strategic Planning Leadership Retreat)</b>		
Presenter, "Communicating as Leaders"	Los Angeles, CA	March 2007
<b>Pepperdine University MSOD Alumni Conference</b>		
Presenter, "Emotions and Authentic Movement"	Laguna Beach, CA	May 2006
<b>Columbia University</b>		
Guest Lecturer, "Internal Communications & Organizational Effectiveness"	New York, NY	May 2005
<b>The Conference Board</b>		
Panelist, "Coaching and Mentoring Women"	New York, NY	Sept. 2004
<b>AdvaMed (Public Affairs Coordinating Committee)</b>		
Presenter, "Strategies For Effective Crisis Communications"	Chicago, IL	Sept. 2002
<b>Il Foro Cardiovascular</b>		
Presenter, "Media Relations And Crisis Response Strategies"	Madrid, SPAIN	March 2002
<b>The Conference Board</b>		
Presenter, "Internal And External Corporate Branding"	Los Angeles, CA	July 2001
<b>Women in Thoracic Surgery (Leadership Retreat)</b>		
Presenter, "Communications Strategies and Public Outreach" Facilitator, "Creating a New Mission and Vision for WTS"	Irvine, CA	July 1999

## MEMBERSHIPS & AFFILIATIONS

<b>Asian-American Business Association</b>	2007 - 2015
Member, Orange County Chapter	
<b>Medical Device Alliance</b>	2011 – 2014
Member	
<b>Healthcare Businesswomen’s Assn. (HBA)</b>	2004 – 2005
Member, OC Affiliate Founding Steering Committee	
<b>Advanced Medical Technology Assn. (AdvaMed)</b>	
Member, Public Affairs Coordinating Committee	2000 – 2006
Co-founder, TSE Working Group	2002 – 2006
<b>Global Communications Forum</b>	2002 – 2006
Member	
<b>AmericaSpeaks</b>	2005 – present
Volunteer Facilitator – Citizens Healthcare Working Group	
<b>American Heart Association, Orange County Chapter</b>	1999 – 2006
Member, Board of Directors (2004-06)	
Co-chair, Industry Roundtable Steering Committee (1999-2002)	

## COMMUNITY INVOLVEMENT

<b>Imagination Foundation</b> (Nonprofit education organization)	2013 – present
Volunteer PR Counsel	
<b>Foothill Communities Association</b> (Nonprofit community group)	2009 – present
Volunteer PR Counsel	
<b>Greet The Day</b> (Cancer patient-support nonprofit organization)	2005 – 2008
Volunteer Facilitator	
<b>Backhausdance</b> (Nonprofit performing arts company)	2003 – 2008
Founding Board Member & Secretary, Board of Directors	
<b>The Nia Technique®</b> (International mind-body fitness program)	2004 – present
<ul style="list-style-type: none"> <li>• Certified Black Belt-level Instructor &amp; Webmaster, <a href="http://www.ocnia.com">www.ocnia.com</a></li> <li>• Developed comprehensive PR Manual for certified Nia instructors, now offered by The Nia Technique Inc. and used globally.</li> <li>• Selected in 2007 as one of 50 (among 2,000 teachers worldwide) by the program's co-founders to develop curriculum for the “Emerging Mastery of Teaching (EMT)” program, which subsequently became the Green Belt Teachers' certification.</li> </ul>	
<b>Authenticity Press</b> (Independent publishing company)	2004 – 2017
Cofounder/Copublisher/Editor	

## REFERENCES

Provided upon request.