

# Darryl Ryan, M.B.A, M.S

LOS ANGELES, CALIFORNIA | DARRYLRYAN@OUTLOOK.COM

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## PROFESSIONAL EXPERIENCE

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### **Kaiser Permanente**

*Executive Director & Head of CEO and Executive Communications*

Los Angeles, CA 2019—Present

- Responsible for providing strategic leadership, management and oversight of communications strategy and communications activities for the Office of the Chairman and CEO of Kaiser Permanente. Manage internal and external communications strategies and tactics including proactive and reactive public relations, new product, program and services launches. Ensure communications integration and alignment with mission, vision, values, brand and reputation. Work with executive leadership team to create organizational vision and strategy for publicity campaigns. Lead the development and execution of media relations campaigns for CEO and executives across the business for national and trade outlets.
- Serve as executive communications manager directly responsible for leading team of communicators supporting Chief Executive Officer. Lead the development of communications strategies, messages and tactics that effectively communicate the CEO's position on organizational programs and initiatives that support long-term business strategies. Serve as a communications adviser and strategist to CEO in support of business goals and strategies and use industry knowledge to support communications strategies that advance objectives.
- Responsible for day-to-day organization and operation of CEO corporate communications function, serving as the primary point person for media. Represent the voice of the CEO and leadership to create consistent and relevant content and channel management. Serve as a communication liaison between the CEO and internal and external stakeholders.
- Oversee CEO correspondence, support of public speaking engagements. Oversee day to day management of CEO on social media channels – including developing 'social media tone of voice' and driving follower growth and engagement. Manage CEO communications messages for issues management, internal leader communications, employee engagement, and external thought-leadership.

### **Wells Fargo & Company**

*Vice President, Marketing Communications*

Los Angeles, CA 2012—2018

- Developed integrated communications and brand marketing strategies and execution plans for Wells Fargo Chief Marketing Office and Brand Marketing leadership team across the national Wells Fargo footprint with particular emphasis on Brand Strategy across channels for branding, content, public relations, sales and marketing. Created communications plan for business programs and campaign launches.
- Managed the development of value proposition messaging for the bank as part of the "Re-Established" campaign and used Omnichannel platform to reach stakeholders nationally. Worked with local market leaders to support messaging to help promote brand and products in their markets. Created cultural moments and high impact marketing communications campaigns and used tactics that communicated different facets of the bank to consumers, executives and board.
- Created, executed and managed banking campaigns for Wells Fargo, making use of multiple earned media channels, including broadcast, print and online. Developed and implemented strategic public relations campaigns and story angles that enhanced and increased Wells Fargo visibility using all traditional and emerging forms of media. Created and disseminated information and content across all national and local media with a strong emphasis on social media and other digital platforms. Planned, developed and executed publicity trips, press junkets for bank executives. Drafted press materials, pitch angles, talking points, fact sheets, pitch letters, media alerts and press releases.

### **Wells Fargo & Company**

*Vice President, Corporate Communications*

Los Angeles, CA

- Developed, managed and executed external and internal communication plans and strategies. Served as strategic communication advisor for senior management. Handled day-to-day media interactions as company spokesperson on regional and national media requests and financial media. Developed and executed crisis communication plans. Led PR strategies, planning and client communications for business segments. Developed communications strategies that helped banking teams communicate to key audiences. Managed reputational risks.
- Served as a strategic communications advisor to the bank President and executive team on all communications matters. Developed and executed proactive plans for product announcements and executive appointments and acquisitions. Designed and developed programs to identify, assess, and mitigate risks across the program development process. Produced well-written, succinct presentations for senior management and ad-hoc analyses and presented and completed special projects.
- Pitched media secured opportunities and covered bank visits and planned junkets and town halls. Worked alongside and managed agencies and agency projects. Managed awards campaigns, strategy and submission process for the bank, executive leaders and PR and marketing campaigns. Collaborated with partners that range from content/programming to marketing to social to product and beyond.

## **Southern California Edison**

*Senior Communications Manager, Corporate Communications*

Rosemead, CA 2012—2012

- Managed 4-person team responsible for corporate and issue-based communications campaigns and projects including solar, renewables, electric transportation and generation initiatives. Developed and implemented communications plans that included executive communications, event management media relations, stakeholder communications, marketing communications and marketing strategy.
- Managed media issues for legislation and regulatory government policy at the federal, state and local levels for the company. Communication chief of staff to EVP and performed analysis and gathered research to facilitate decision-making and ensured communication was consistent. Media relations executive and consultant to senior management. Led company-wide communications strategies and media plans that supported major corporate initiatives and effectively led crisis communications efforts.

## **Time Warner Cable Inc.,**

*Director, Public Relations & Media Relations*

El Segundo, CA 2008—2011

- Led Time Warner Cable's 7-person publicity team in crafting messaging, media and press strategies, and monitor pop culture and business trends to create opportunities for exposure. Developed and executed of all PR campaigns and generated strategic media plans for all products and services. Supervised all press logistics around special events, including screenings and launches. Managed local and regional media issues across press and social media. Worked with leadership team to create vision and strategy for all consumer publicity campaigns.
- Directed the execution of PR campaigns and directed and managed all aspects of communications policies and plans, media relations and public relations strategies for Time Warner Cable. Served as chief spokesperson and worked with national, local media and trade press to secure media opportunities and built Time Warner brand regionally. Planned and directed messaging campaigns for Time Warner content. Provided strategic guidance and counsel to executives – preparing them for media events, speeches, presentations and interviews. – Drafted briefing materials, talking points and Q&As. Developed, directed and executed programs in support of marketing, public relations programs.

## **Office of the Mayor of Los Angeles, Antonio Villaraigosa**

*Press Secretary & Speechwriter*

Los Angeles, CA 2005—2008

- Developed, directed and implemented the Mayor's media relations, public relations and communications strategies and campaigns. Advised the Mayor and senior staff on all proactive, reactive and crisis communications. Managed and set an overall communications and messaging strategy with strategic goals to advance the Mayor's agenda. Managed 7-person press aide staff and public information departments.
- Monitored ongoing news stories and managed official responses from the Mayor's Office. Wrote speeches and talking points for the Mayor, as well as press releases, media advisories and statements, and produced all press conferences and media events for the Mayor.
- Managed all public appearances by the Mayor, served as the primary spokesperson for the Mayor and the City of Los Angeles. Planned, implemented and managed community outreach programs that defined the Mayor's goals. Worked with Mayor's senior staff to guide policy strategy. Prepared Mayor for interviews and speaking engagements—including drafting briefing materials, talking points and Q&As.

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## **PROFESSIONAL TEACHING EXPERIENCE**

**UNIVERSITY OF SOUTHERN CALIFORNIA (USC) – Adjunct Professor**

Los Angeles, CA 8/2007 – present

Teach undergraduate and graduate public relations, communications strategy and business/economics courses.

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## **BOARD LEADERSHIP**

**MentorWorks Education Capital, Inc. – Board Advisory Member**

Boston, MA 2020 – present

Provides Income Share Agreement financing for students, career development support, mentoring and access to employers.

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## **EDUCATION**

**UNIVERSITY OF MICHIGAN – Stephen M. Ross School of Business**

Ann Arbor, Michigan

Master of Business Administration (M.B.A)

**BOSTON UNIVERSITY**

Boston, Massachusetts

Master of Science, Public Relations (M.S.)

**UCLA**

Los Angeles, California

Bachelor of Arts, Political Science (B.A)

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## **LANGUAGES**

English and Proficient in Spanish