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PROFESSIONAL EXPERIENCE

Hologic, Inc.

Executive Senior Director & Global Head of Corporate Communications

San Diego, CA 2021—Present

- Manage and lead integrated strategic communications program to position Hologic as a leader in medical technology, protect the Hologic brand, and enable Hologic to shape the national conversation on the transformation of health, women's health and healthcare. Lead proactive and reactive communications strategies to address issues that could impact the company's reputation, and lead readiness strategy for crisis communications.
- Build awareness of Hologic's global innovations and demonstrate their impact and highlight strengths in data-based research, strategic partnerships, thought leadership and health equity initiatives. Provide ongoing strategic communications counsel to the CEO and senior leadership, provide regular updates on team activity and results, as well as quarterly analysis of current and future communications landscape to identify potential opportunities. Serve as communications coach and counsel to senior executives to prepare them as spokespeople for delivering consistent messaging and themes aligned with company positioning and strategic goals.
- Leader of integrated external, internal and brand strategic communications team who designs and implements strategies built on earned, social, and paid digital media to promote strong storytelling and data-driven content. Lead Hologic's communications and corporate social responsibility/community health efforts and develop strategies to build consensus, understanding on plan priorities, and set the agenda for prioritization and amplification. Manage board governance reports on communications team's activities and results.
- Create internal platforms to champion mission and reputation, as well as further inspire employee engagement through knowledge and understanding of the company's results. Serve as "editor in chief" for a wide variety of communications content for external communication channels to reach target audiences.
- In collaboration with the Investor Relations and Marketing, optimize message alignment to ensure that corporate communications activities accelerate growth and strengthen the company brand. Lead the development of external strategies and materials for corporate social responsibility, corporate media relations events and presentations, relevant business development activities, and other corporate initiatives
- Lead an integrated and outcomes-oriented thought leadership strategy for the company by creating strong messaging and external followership across media, digital channels, community organizations, industry thought leaders. Create and manage integrated communication plan for the corporation including a narrative that synthesizes dynamic trends in the industry, financial markets and organization's response.

Kaiser Permanente

Oakland, CA

2019—2021

Executive Director & Head of CEO and Executive Communications

- Led strategic leadership, management and oversight of communications strategy and activities for Kaiser Permanente's health plan business unit, new medical school division, and the Chairman and CEO and corresponding C-suite leaders. Led communications integration and alignment with mission, vision, values, brand and reputation. Worked with executive leadership team to create organizational vision and strategy for publicity campaigns. Led the development and execution of media relations campaigns for CEO and executives across the business. Led cross-functional preparation of quarterly earnings, board meetings and other investor meetings.
- Member of National Executive Team responsible for leading team of communicators supporting messaging, programs, media engagements and appearances, thought leadership and speechwriting for the CEO, organization's leaders and profitable business units.
- Led the development of communications strategies, messages and tactics that effectively communicated the CEO's position on organizational programs and initiatives that supported long-term business strategies. Served as lead communications adviser and strategist to CEO in support of business goals and strategies.
- Led proactive investor relations strategy and narrative, ensuring company's business strategy was understood by analyst and brokers. Led cross-functional preparation of quarterly earnings, board meetings and other investor meetings.
- Responsible for day-to-day organization and operation of CEO corporate communications function, serving as the primary point person for media. Represented the voice of the CEO and leadership to create consistent and relevant content and channel management.
- Oversaw CEO correspondence, supported of public speaking engagements. Oversaw day to day management of CEO on social media channels – including developing social media tone of voice and driving follower growth and engagement. Managed CEO communications messages for issues management, internal leader communications, employee engagement, and external thought-leadership.

Wells Fargo & Company

Los Angeles, CA 2012—2018

Vice President, Global Marketing Communications, 2016 —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.
- Chief Communications Officer for the firm's diversity and inclusion initiative and integrated task force leading strategic internal, external and executive communications addressing diversity, inclusion and equity. 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. Created, executed and managed banking campaigns for Wells Fargo, making use of multiple earned media channels, including broadcast, print and online.

Vice President, Corporate Communications, 2012—2016

- 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.

Time Warner Cable Inc.,

El Segundo, CA 2008—2011

Director, Public Relations & Media Relations

- Led the development and implementation of Time Warner Cable's consumer product communication strategy. Led a team of communications professionals and worked closely with the leaders of all Time Warner's major business units to create and execute communications strategies for the cable division products that met business objectives. 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.

Office of the Mayor of Los Angeles, Antonio Villaraigosa

Los Angeles, CA 2005—2008

Press Secretary & Speechwriter

- Developed, directed and implemented Mayor's media relations, public relations and communications strategies and campaigns. Advisor to Mayor and senior staff on proactive, reactive and crisis communications. Managed and set overall messaging strategy to advance the Mayor's agenda. Managed official responses, wrote speeches and managed all public appearances and served as primary spokesperson.

PROFESSIONAL TEACHING EXPERIENCE

UNIVERSITY OF SOUTHERN CALIFORNIA (USC) – Adjunct Professor

Los Angeles, CA 2007 – present

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

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.

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)

LANGUAGES

English and Proficient in Spanish