

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

DARRYLRYAN@OUTLOOK.COM | [www.linkedin.com/in/darrylryan/](http://www.linkedin.com/in/darrylryan/)

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## GLOBAL CORPORATE COMMUNICATIONS EXECUTIVE AND EXTERNAL AFFAIRS LEADER

Strategic, measurement-driven communications leader with experience advising senior leadership and driving corporate reputation, external and internal communications programs that align with business strategies and goals, advance and protect brands, connect and engage audiences and drive sustainable business growth. Drive storytelling, thought leadership, brand positioning and multi-stakeholder engagement. Collaborative team-builder with excellent critical thinking with interpersonal and leadership skills.

## CORE COMPETENCIES

Leadership | Communications | Brand Management | Internal/External Communications | Content Development | Reputation Management | Senior Executive Counsel | Media Relations | Corporate Narrative | Crisis Communications | Strategic Planning

## PROFESSIONAL EXPERIENCE

**Logitech**, San Diego, CA | Lausanne, Switzerland

**2022—Present**

### Global Head of Enterprise Communications

Manage external and internal communications across Logitech commercial business enterprise for North America, EMEA, Latin America and Asia Pacific. Responsible for global B2B communications including corporate, brand and executive communications, media relations, influencer engagement and thought leadership. Spokesperson and lead for enterprise commercial B2B team.

- Member of the Global Marketing Communications Leadership team leading communications strategy, narrative and message development for storytelling and promoting reputation of Logitech enterprise commercial business. Manage communications policies and procedures, strategy and vision for global commercial office and enterprise leadership.
- Lead Logitech B2B communications team, country marketing managers and 60+ global public relations agencies to develop and implement global PR programs and campaigns to drive media and business enablement. Manage integrated communications plan to increase commercial enterprise presence and visibility across key stakeholder audiences.
- Executive communications counsel to chief commercial officer and senior executives for commercial enterprise business, supporting strategic goals focused on business, technology, financial and growth messages.
- Oversee B2B crisis communications, brand and marketing communications and enterprise commercial social strategy. Manage development of commercial enterprise content for annual and ESG report, marketing collateral and enterprise communications strategy to promote Logitech B2B ecosystem and consumer insights for business and demand generation.

**Hologic, Inc.** San Diego, CA

**2021—2021**

### Executive Senior Director & Global Head of Corporate Communications

Managed integrated Corporate Communication function, strategy and plan to position Hologic as a leader in medical technology, protect the brand, and enable them to shape national conversation on women's health and healthcare with first B2C strategy. Led proactive and reactive communications strategies addressing reputation and readiness for crisis communications.

- Managed external and internal communications with added complexity of pandemic, testing and vaccines driving business transformation, and hybrid remote/onsite workforce. Partnered with Marketing, Investor Relations and Government Affairs to evolve company narrative and ensure multi-stakeholder approach to reputation, content creation and issues management.
- Advanced reputational scores and dominated earned media coverage, share of voice and positive sentiment through pandemic; grew audience for enterprise social channels and digital content.

**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, new medical school division, and the Chairman and CEO and corresponding C-suite leaders. Worked with executive leadership team to create 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 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.
- 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.
- Managed day-to-day organization and operation of CEO corporate communications function, serving as the primary point person for media. Managed CEO social media channels; developed tone of voice, follower growth and engagement. Managed CEO messages for issues management, internal leader communications, employee engagement and 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 Chief Marketing Office and Brand Marketing leadership team across the national 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 omni-channel platform to reach stakeholders nationally.
- Created, executed and managed banking campaigns, 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 consumer product communication strategy. Led a team of communications professionals and worked closely with the leaders of all 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.

**Office of the Mayor of Los Angeles.**, Los Angeles, CA

**2005—2008**

**Press Secretary & Speechwriter**

Developed, directed and implemented the Mayor’s media relations, public relations and communications strategies and campaigns for Transportation, Public Safety, Airport, Business and Entertainment policies. Provided communication leadership to policy teams for the integration and implementation of program, services and initiatives with cross functional municipal departments. Represented the administration before public officials, governmental agencies, community groups and committees.

## PROFESSIONAL TEACHING EXPERIENCE

**UNIVERSITY OF SOUTHERN CALIFORNIA (USC)**

**Adjunct Professor, Public Relations**

**2007 – present**

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

## BOARD LEADERSHIP

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

**2020 – present**

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

## EDUCATION

**Master of Business Administration (M.B.A) | UNIVERSITY OF MICHIGAN – Stephen M. Ross School of Business**, Ann Arbor, MI

**Master of Science, Public Relations (M.S.) | BOSTON UNIVERSITY**, Boston, MA

**Bachelor of Arts, Political Science (B.A) | UCLA**, Los Angeles, CA

## LANGUAGES

English and Proficient in Spanish