



# Scott C.

Corporate communications and public outreach professional with more than 40 years of experience, spanning large public corporations, research entities, higher education, state government, and nonprofits. Effective public affairs strategies have been created and executed over the churn of contentious issues, hard-charging change, and high stakes initiatives.

## Expertise

Corporate communications and strategic communications planning, executive relations, stakeholder engagement, media, community relations, writing.

## About Scott

Scott has worked the complete range of organizational communications and adds important traits for success:

- **Quick study:** Independent assessments and responses to existing/emerging needs.
- **Strategic change:** Corporate and nonprofit restructuring, corporate reputation, stakeholder engagement, CEO transitions, department turnarounds.
- **Steady and stable:** Clear, pragmatic communications for significant events – corporate reputation, leadership changes, plant incidents, community outrage.

## Career highlights by skillset

- *Change catalyst.* Some examples:
  - Restructure public affairs at a multi-national research organization to focus topical agenda-setting in news, attract high-influence media, strengthen digital outreach, and heighten C-level outreach
  - Strengthen stakeholder support in two corporate foundations; align to company goals, improve corporate/nonprofit communications to build community support; enhance financial rigor, systems, and accountability
  - Serve as start-up president of a two-state energy trade group to stimulate economic development. Grow it from 15 to 100 members, obtain \$1 million in pledges in a year, and establish multi-national contacts
  - Conduct strategic communications assessments for two major universities
  - Create/manage a two-state nuclear energy economic development cluster, comprised of 50+ organizations with multi-national customers
- *Project management.* Some examples:
  - Create/grow a business practice in public affairs and project management
  - Manage public affairs for a power plant project
  - Design the strategic plan and implement the strategy and tactics for a southeastern US-based energy industry nonprofit organization
  - Manage the *North Carolina Motorsports Economic Impact Study* for the North Carolina General Assembly
  - Create, enact, and lead a young energy professionals development program to meet human resource challenges for client companies
- *Executive relations.* Some examples:
  - Handle community/industry requests and cold calls for C-level executives at top 50 Fortune firms
  - Plan and prep C-suite executives to build community/company/media networks
  - For a major oil company, create and enact a management communications function following a corporate takeover attempt; tear down barriers between senior management and employees
  - Develop/implement a C-level governing board and processes for a university following a multi-million gift negotiated with a major corporate foundation for a research center start-up. Manage the board for two years
- *Diverse writing.* Some examples:
  - Conceive/write more than 700 columns for an energy industry blog
  - Produce/direct more than 500 corporate video programs
  - Research/write industry and executive columns for trades
  - Manage department annually producing 1,200+ power industry reports

## Education

University of Oklahoma St.

Western Illinois University

Boston College

Masters, Human  
Relations (civic  
engagement focus)

Masters, Television  
Production and  
broadcasting

Certificate, Corporate  
Community Relations.  
(Co-create/co-teach the  
professional course  
about community  
relations strategic  
planning)

