

ABOUT THE AUTHORS

Mark Bain is president of upper 90 consulting, a practice that helps leaders and their teams adapt, grow, and excel. He helps departments in large corporations deliver greater business value through functional assessments, organizational design, professional development, executive coaching, and other tools. Previously, Mark headed internal and external communications worldwide at Baker McKenzie, a leading global law firm. Before that, he held a similar position with Amway Corp., a top global direct selling company. At Amway, he reported to the company's General Counsel for several years. Mark began his career with Burson-Marsteller, a leading public relations firm. He worked in the firm's New York, Los Angeles, Hong Kong, and Tokyo offices during his time there. In partnership with universities, upper 90 consulting conducts research into talent management, professional development, and high-performing teams in corporate communications. Mark is a member of the Arthur W. Page Society.

Kathryn Beiser has worked across a broad range of industries during her career both as a chief communication officer and as an agency executive. Most recently, Kathryn was Global Chair of the Corporate Practice at Edelman, where she was responsible for building the firm's portfolio, counseling clients, leading the development of the Edelman Trust Barometer, and strengthening the firm's capabilities. Prior to joining Edelman, Kathryn served as executive vice president of corporate communications for Hilton Worldwide, as well as head of corporate communications for Discover Financial Services. She also spent several years working at some of the world's leading public relations firms, including

Burson-Marsteller, Golin, and Hill & Knowlton. Kathryn is a Trustee of the Arthur W. Page Society and a former trustee of the Institute for Public Relations. She holds a bachelor's degree in political science from Northwestern University and a master's degree from the Medill School of Journalism at Northwestern.

Roger Bolton is the president of the Arthur W. Page Society, the premier professional association for senior corporate communications executives. He is a trustee and a past chairman of the Page Society. Previously, he served as senior vice president of communications at Aetna, with responsibility for all internal and external communications, advertising, brand management, and corporate public involvement. Before Aetna, Bolton was IBM's director of corporate media relations and director of communications for the IBM server and software groups. Prior to his business career, Bolton served as assistant secretary of the Treasury for public affairs under President George H. W. Bush, special assistant to President Reagan in the White House, and assistant U.S. trade representative for public affairs under President Reagan. Bolton is a recipient of the U.S. Treasury Distinguished Service Award and a Lifetime Achievement Award as a Thought Leader in Trustworthy Business Behavior from Trust Across the World.

Carole Casto serves as the vice president of marketing and communications at Cummins Inc. where she oversees marketing communications and corporate communications. Prior to her communications role, Carole held leadership positions in both Corporate Responsibility and Quality. Before joining Cummins, Carole worked for the State of Indiana, serving as the Chief Operating Officer for the Family and Social Services Administration and Department of Environmental Management. She is a recipient of the *Indianapolis Business Journal's* Forty Under 40 designation and was selected as one of the top 100 women alumnae from Marquette University. In 2011, she was a recipient of the Boston College Corporate Citizenship Film

Festival Award for her work on a video depicting innovative power generation in India. Carole and her husband, Bill Barnhorst, reside in Indianapolis, Indiana with their son, Leo.

Tony Cervone was named senior vice president, global communications, General Motors Company in May 2014. As GM's top communications executive, he is responsible for the company's overall global communications strategy, including the GM Foundation and corporate giving activities. Prior to his current position, Cervone served as executive vice president of Group Communications for Volkswagen Group of America. He also was senior vice president and chief communications officer for United Airlines. Cervone was previously at GM from 1999 to 2009 in various executive roles. He began his career at Chrysler Group and DaimlerChrysler AG. Cervone earned a bachelor's degree from Central Michigan University where he majored in Journalism. He is a member of the Arthur Page Society, the Public Relations Society of America, and The Seminar. He is a board member of The LAGRANT Foundation.

Ron Culp is a veteran public relations executive whose career includes senior roles in government, corporations, agencies, and academia. Before joining DePaul University's College of Communication as professional director of the public relations and advertising graduate program, he was managing director of Ketchum Chicago, where he also headed the global agency's North American corporate practice. Prior to his agency career, he headed public relations and government affairs at Sears following senior corporate communications roles at Sara Lee Corporation, Pitney Bowes, and Eli Lilly. Upon graduation from Indiana State University, he became a newspaper reporter before moving into government roles in both Indiana and New York. As professional in residence at DePaul, Ron teaches courses about Chicago corporations, agency management, and leadership. In addition to co-editing *Mastering Business for Strategic Communicators*, Ron

writes the popular PR career blog, Culpwrit. He is co-author with Matthew W. Ragas, Ph.D. of *Business Essentials for Strategic Communicators: Creating Shared Value for the Organization and Its Stakeholders* (Palgrave Macmillan, 2014). Ron is active in several industry and civic organizations and is the recipient of numerous awards, including PRSA's prestigious Gold Anvil, both the Hall of Fame and Distinguished Service Awards from the Arthur W. Page Society, and is listed in Crain's Who's Who in Chicago Business.

Corey duBrowa is executive vice president and chief communications officer for Salesforce, the global leader in CRM. Previously, Corey was senior vice president, Global Communications for Starbucks, leading the development and execution of communications strategies to enhance and protect the company's brand and corporate image. Prior to joining Starbucks in 2010, he spent a decade as President of the Americas and Business Development at WE Worldwide, consulting with clients ranging from Microsoft to T-Mobile to Toshiba. Prior, he led employee communication efforts and urban marketing strategy for the U.S. region at Nike. He holds a B.A. in journalism from the University of Oregon, and served as President of the University of Oregon Alumni Association for two years and its board of directors for seven, and President of the School of Journalism and Communications Advisory Council from 2012 to 2014. He was served on the Arthur W. Page Society Board of Trustees and Board of Advisors for the USC Annenberg Center on Communication Leadership & Policy since 2015.

Paul Gerrard has three decades of public relations and marketing communications experience in corporate and consulting environments, driving growth, and creating long-term value by protecting and enhancing corporate brands and reputations. He is the vice president of strategic communications at the Blue Cross Blue Shield Association (BCBSA), a national federation of 36 independent, community-based and locally operated Blue Cross and Blue

Shield (BCBS) companies. In this role, Paul serves as an executive officer and chief communications officer, responsible for developing and managing BCBSA's communication functions, integrated public relations strategy and national corporate social responsibility efforts. He also provides crisis communications, media relations, and public affairs counsel to BCBS company executives nationwide. He joined BCBSA from Humana, Inc. where he was director of corporate affairs, and, prior to that, he was president and a partner in Public Relations Network, a leading agency in the Mid-West. A native of the United Kingdom, Gerrard began his career in European public relations, including serving as public affairs manager for Bass PLC. Paul earned a bachelor's degree from the University of Kent. He is a PRSA Silver Anvil recipient, a member of the Arthur W. Page Society and has served on multiple boards throughout his career.

Chuck Greener is senior vice president, global corporate affairs and communications for Walgreens Boots Alliance. Prior to joining Walgreens in 2010 and continuing at Walgreens Boots Alliance, Greener held several senior positions for Fannie Mae in Washington, DC, from 2001 to 2009, ultimately as chief communications and marketing officer and chief of staff to the CEO and Chairman of the Board. From 1995 to 2001, Greener led Porter/Novelli's office in Washington, DC, and headed the firm's public affairs practice. Greener has been involved in politics and government for more than 30 years, including serving in the Office of Legislative Affairs in the Reagan White House, as well as a Congressional Chief of Staff, and heading communications for the Republican National Committee under chairman Haley Barbour from 1993 to 1995. He has also run a number of election campaigns for the U.S. House and Senate as well as Governor in the states of Ohio and New Jersey. Greener received his B.A. in history and political science from Valparaiso University.

Jon Harris is the chief communications officer at Conagra Brands, where he reports directly to the chief executive officer. He is privileged to work with a CEO who understands that communication is paramount to the successful transformation of the company and its culture. As a kid who grew up in Wayne, NJ, it's been a thrill for Jon to work with presidents, celebrities, and many amazing colleagues throughout his 25-year career in communications. After starting on the public relations agency side, he has had the honor of protecting and enhancing world-class brands at Pepsi, Bally Total Fitness, Sara Lee and Hillshire Brands. Jon has done everything from launching soft drinks, to handling crisis communications, to engaging employees globally, to helping ensure the success of multi-billion dollar corporate transactions. In all of these roles, he has worked closely with multiple teams to ensure clear, cohesive communications with employees, shareholders, customers, influencers, and media.

Clarkson Hine is an enterprise-wide senior executive with experience in building, promoting, and protecting the reputation of public and private companies, consumer brands, and business and political leaders. He also is experienced in crisis communications and advocating for global public policy interests in a highly regulated industry. Clarkson is currently senior vice president – corporate communications & public affairs at Beam Suntory, the world's third largest premium spirits company. He is responsible for the company's strategic communications programs, including external communications, internal communications, and corporate social responsibility, and leads the company's global public affairs/government relations function. Before entering business in 1998, Clarkson served in senior communications positions on the Senate leadership, presidential campaign, and post-election staffs of Senator Bob Dole, including three years as press secretary during Dole's high-profile tenure as both Minority and Majority Leader of the United States Senate.

Joe Jacuzzi is executive director, Global Chevrolet Communications. Prior to this appointment, Jacuzzi had served as vice president and chief communications officer for Audi of America, responsible for overseeing internal and external communications of the company, including employees, dealers, customers, the media, and other constituencies. Joe has had public relations and communications roles in car companies including Audi, Ford, GM, Nissan, and Mitsubishi. He also helped build PepsiCo's beverage-communications team as its vice president of beverage communications. Jacuzzi also has launched automotive aftermarket-technology startups. Joe has held a variety of communications assignments both domestically and globally for GM, including leading U.S. Chevrolet communications, product and brand communications for GM Europe, for GM in the United Kingdom and for GM in Latin America, Africa, and the Middle East. Jacuzzi has a lifetime enthusiasm for performance cars and racing. He grew up watching and racing at various tracks in Northern and Southern California.

Richard Kylberg serves as the senior executive overseeing corporate marketing and communications at Arrow Electronics, an 80-year-old, Fortune 150 corporation with offices in 58 countries. In five years, he developed a stunning brand message and architecture, uniting this highly fragmented company around the world, and increasing its brand value to approximately \$2 billion. For the past four years, Arrow has ranked as Fortune's "Most Admired Company" in its industry. Prior to joining Arrow, Rich spent 20 entrepreneurial years owning radio stations across the United States. He is a five-time Ironman finisher, and was a qualifying member of Team USA for long course triathlon. Rich holds a Bachelor of Arts degree from Stanford University, and a Master of Business Administration from Harvard Business School.

Peter Marino has more than 20 years of experience in public relations, government affairs, and strategic consulting. As the chief

public affairs and communications officer for MillerCoors, Marino is a member of the Senior Leadership Team, the Strategy Committee, the Operating Committee, and reports directly to the CEO. Marino is also the president of Tenth and Blake Beer Company, the company's craft and import division. He is the founder of Dig Communications, which was known for a terrific company culture, outstanding creativity, client service, and results. Marino sold Dig to Olson in November 2010 and left in 2012 to join longtime client MillerCoors. Earlier in his career, he held positions with Miller Brewing Company, Boston Consulting Group, Cramer-Krasselt, and Ketchum. Marino holds an MBA from The Anderson School at UCLA and a B.A. in journalism from the University of Wisconsin at Madison. Marino is a member of the Arthur W. Page Society and The Seminar.

Kelly McGinnis, as chief communications officer of Levi Strauss & Co., is responsible for managing the global Corporate Affairs function at the 160-year-old apparel company. In this capacity, she oversees corporate media relations, executive, internal and stakeholder communications, government affairs, social responsibility, and community affairs. Kelly reports to CEO Chip Bergh. Previously, Kelly was the vice president of global communications at Dell. Prior to joining Dell, she served as general manager of Fleishman-Hillard's San Francisco office after working with the firm in various capacities in St. Louis and San Antonio. Earlier in her career, Kelly led corporate communications for drugstore.com. Kelly is a two-time Silver Anvil award recipient. She holds a master's degree in public administration from the University of Washington and a bachelor's degree from Miami University in Oxford, Ohio.

Matt Peacock is group director of corporate affairs at Vodafone where he leads the company's communications and sustainable business strategy across more than 40 countries. He was previously the group communications director with the global oil and

gas exploration and production company BG Group and has held communications director roles with the UK communications regulator Ofcom, mobile network operator 3, and the global internet service provider, AOL. He is a former radio correspondent with BBC News and has reported on assignments across Europe, the Middle East, Asia, and the United States.

Matthew W. Ragas is an associate professor in the College of Communication at DePaul University where he teaches courses at the intersection of strategic communication, business, and society. He has served as academic director of DePaul's award-winning public relations and advertising graduate program. In addition to co-editing *Mastering Business for Strategic Communicators*, Matt is the author or co-author of three other books including *Business Essentials for Strategic Communicators: Creating Shared Value for the Organization and Its Stakeholders* (Palgrave Macmillan, 2014), co-authored with Ron Culp. An award-winning teacher and researcher, his scholarship and commentary have been published in many of the top academic journals and trade publications in the field. Prior to academia, Matt worked in investment research and publishing, financial communications and venture capital. A founding member of the Arthur W. Page Society's Page Up organization, he is honored to have served as faculty adviser on multiple student case studies that have won the Jack Koten Page Principles Case Study Award. He holds a Ph.D. in mass communication with a focus on corporate communication from the University of Florida, and master's and bachelor's degrees in business administration from the University of Central Florida.

Angela Roberts is chief marketing and communications officer for the American Veterinary Medical Association. She was previously managing director of strategic communications at the Blue Cross Blue Shield Association. In this role, Angela led multiple teams including internal communications, HR communications, digital communications, and a group dedicated to communicating to the

36 independent BCBS companies. She has 20 years of experience in strategic marketing and corporate communications with experience across industries including healthcare, engineering, technology, higher education, finance, and publishing. She has led communications activities at Cancer Treatment Centers of America (CTCA), Johns Hopkins University, Agora Publishing, Legg Mason, and local non-profit organizations. Her expertise is in strategic communications, marketing, branding, writing and editing, market research, and digital communications. Along with a Bachelor of Arts degree from University of Maryland, Baltimore County, Angela earned a Master of Arts degree from Johns Hopkins University. She also earned a certificate in strategic marketing from Northwestern University's Kellogg School of Management.

Linda Rutherford is senior vice president and chief communications officer for the nation's largest domestic airline, Southwest Airlines Co., based in Dallas, Texas. Her leadership includes guiding the efforts of Media Relations, Employee Communications, Emergency Response and Business Continuity, Strategic Public Relations, Social Business, Charitable Giving and Community Relations, Visual Communication, Employee Engagement & Travel, and Community Affairs, and Grassroots. Prior to joining Southwest, she was a reporter for the *Dallas Times Herald* newspaper and has an extensive newspaper and magazine reporting background. She has a Bachelor's degree in journalism from Texas Tech University. Among her civic and professional activities are board positions with the Texas Tech Alumni Association, Lewisville ISD Education Foundation, and Institute for Public Relations, as well as membership in the Arthur W. Page Society. She also has been involved in chamber boards, and state and national nonprofits. She and her husband, Michael, have two children, Matthew and Allison.

Stacy Sharpe is senior vice president, corporate relations at Allstate Insurance Company. In her role, Stacy helps tell Allstate's

story of transformation and growth by leading internal and external communications for Allstate's CEO, chief financial officer and the major businesses in the Allstate family. Amplifying the voice of Allstate has been a theme for Stacy in her 21 years with the company. In addition to Corporate Relations, she has been a leader in business operations, federal affairs, and human resources. She serves on the Board of Directors of the Chicago Urban League and on the Chicago Advisory Board of Facing History and Ourselves. She was named in The Hill publication's 2011 list of Top Corporate Lobbyists and she is a 2007 Fellow of Leadership Greater Chicago. Stacy holds a Bachelor of Arts in English Literature from the University of Virginia and an MBA from the University of Illinois at Chicago.

Gary Sheffer is a respected global leader in communications strategy, crisis management, and culture change. He served as Chief Communications Officer for most of his 16 years with General Electric and is now a senior corporate strategist for global public relations firm Weber Shandwick. At GE, Sheffer served as GE's chief global reputation officer, developing protocols for crisis, risk assessment, and tactical execution. Working with the CEO, he developed strategic communication and cultural platforms, including branding and reputation initiatives. Sheffer began his career as a journalist, winning awards for his newspaper reporting and writing. He moved on to public information, serving as a press aide to two New York governors. Sheffer is a past chairman and trustee of the Arthur W. Page Society, the premiere global organization for senior corporate communicators. He serves on the boards of the Institute for Public Relations (IPR) and the Arthur W. Page Center at the Penn State College of Communications. He received IPR's Jack Felton Gold Medal for Lifetime Achievement, and is a member of the PR News and *PR Week* halls of fame.

Andrew Solomon is managing director, communications, at the John D. and Catherine T. MacArthur Foundation, one of the

nation's largest private philanthropies. He directs the Foundation's strategic efforts to use communications to help effect social change. Before joining MacArthur in 2005, Solomon served as Director of Communications & Strategy for Harvard University's Institute of Politics. Previously, he was Director of Public Affairs for the U.S. Conference of Mayors, as well as Director of Public Affairs & Press Secretary for the U.S. Department of Agriculture during the second Clinton Administration. Solomon has also worked as Chief of Staff and Press/Legislative Aide in the Massachusetts State Senate, editor of a budget travel guide, college radio station news director, and an intern at least four times. He holds a Bachelor's degree from Harvard University and a Master's in Public Policy from Harvard's John F. Kennedy School of Government.

B.J. Talley is a senior strategic communications practitioner and educator with experience in leading strategic communications for government agencies, international private firms, and publicly traded companies. He currently serves as the senior director of communications for TE Connectivity, a \$12 billion global technology company that designs and manufactures key components for transportation, industrial applications, medical technology, energy, data communications, and the home. He is responsible for all of the company's internal, external, and crisis communications, as well as for safeguarding corporate reputation in the 150 countries where TE does business. B.J. previously taught graduate-level strategic communications courses at American University in Washington, DC; and, prior to that, served in a variety of communications roles at ITT Corporation, A. P. Moller-Maersk, Booz Allen Hamilton, and the U.S. Navy.

Anne C. Toulouse is vice president of Global Brand Management and Advertising for Boeing, the world's largest aerospace company and leading manufacturer of commercial jetliners and defense, space and security systems. She is responsible for the company's

global brand-building programs, including digital and advertising strategy, brand sponsorships, the Boeing Stores, and corporate identity. In 2016, she had the good fortune to lead the huge, multi-channel Boeing centennial initiative. In 1989, Toulouse joined McDonnell Douglas as manager of Media Relations for space and defense programs in Huntington Beach, California. Later she served as director of Communications at the same site. Boeing and McDonnell Douglas merged in 1997; Toulouse moved to Chicago in 1999 to take the position of vice president of Corporate Identity and Advertising, and then vice president of Business Operations for Communications. She served as vice president of Employee Communications from January 2008 through July 2014. She began her career in 1980 as a civilian writer-editor with the U.S. Air Force. Following that assignment, she worked in media relations and served as a spokesperson for two dozen space launches and missile tests, later moving into the position of chief of Community Relations. Toulouse holds a Bachelor of Science degree from Florida State University.

Nick Tzitzon is executive vice president of marketing and communications for SAP. Reporting to SAP CEO Bill McDermott, Nick oversees SAP's 2000 marketers and communications professionals. He has nearly two decades of communications experience in the public and private sectors. Before joining SAP, he supported a range of clients including the U.S. Small Business Administration, the University of Illinois and Kronos, Inc. During his career in politics and public service, he worked for former Massachusetts Governors Paul Cellucci and Mitt Romney. At the national level, he helped count hanging chads during the infamous 2000 Florida recount and was a high-ranking appointee at the U.S. Departments of Justice and Health and Human Services. A highly overrated recreational tennis player, Nick once hosted a weekend talk radio show on WLS-AM in Chicago. He is an active supporter of the Alzheimer's Association and the We Are Family Foundation.

Jeffrey A. Winton is senior vice president, corporate affairs for Astellas Pharma. In this role, Winton is responsible for corporate brand and reputation management, where he leads a multi-faceted team of communications, corporate social responsibility and events, government affairs, policy and advocacy professionals. Winton is a member of the Astellas Americas Management Committee and also serves as the executive sponsor of Astellas' People Living with Disabilities employee resource group. Before joining Astellas in 2013, Winton served as the vice president and head of global communications at other leading pharmaceutical and agricultural companies, including Eli Lilly and Company, Schering-Plough, and Pharmacia. Winton earned a Bachelor of Science in life sciences from Cornell University in Ithaca, New York. He serves on the Cornell University CALS Advisory Council. A Board member of the Public Relations Society of America Health Academy, Winton was recognized as the first recipient of the PRSA Health Academy Excellence in Public Relations Award. He is a recipient of The Plank Center Milestones in Mentoring Award and has also been named PRSA Chicago Chapter Public Relations Professional of the Year and IABC-NJ Communicator of the Year. Winton is a member of The Seminar and the Arthur W. Page Society, two leading professional associations for senior public relations and corporate communications executives.