

MICHELE CLARKE

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MARKETING & COMMUNICATIONS LEADERSHIP & RESULTS

Business Development • Global Market Intelligence • Competitive Analysis • Strategy Development & Execution • Brand Positioning • Crisis Management • Revenue Building • Consulting • Client Relationship Management • Start-up Operations • Team Development • Media, Analyst & Influencer Management • Communications

Visionary strategist and client-focused professional with a 20+-year career delivering outstanding communications expertise and results to some of the world's best-known companies and organizations. Instrumental in developing and managing global market intelligence and persuasive brand messaging and leading flawless execution, while confidently overseeing and driving crisis response. History of winning new accounts and building new lines of business that boost profitability and reputation. Gifted leader and developer of individuals and winning teams.

- ☑ **Savvy Communications Expert.** Strong reputation for designing and delivering focused and strategic approaches that deliver results for both immediate and long-term client needs and objectives.
- ☑ **Top-performing Revenue & Business Builder.** Unsurpassed ability to establish and nurture existing / develop new lines of business, garner recognition, and bring in and hold top clients; outstanding creator and developer of teams and talent; consistently generate multimillion-dollar business from industry-leading clients.

PROFESSIONAL EXPERIENCE

MARKETING+COMMUNICATIONS LLC, Greenwich, CT and Chatham, MA • 2010-present
PRINCIPAL. Private practice. Accepting clients by referral only.

• *Projects included:* Led client-wide competitive analysis and strategic planning project for Verizon Enterprise in 2012. Deliverables included two-year strategic plans for 11 vertical businesses and employee engagement.

OLSON, Minneapolis and Chicago • 2013-2015

Consumer advertising and marketing agency newly acquired by private equity.

VICE PRESIDENT, NEW YORK OFFICE

Recruited out of private practice by incoming CEO/former client to help him establish New York office in pursuit of premium sale price for private equity owners' exit. Clients secured included Upworthy, Time Warner Cable, TiVo. Office revenue exceeded all expectations, becoming a million-dollar office within the first nine months. Agency was acquired in December 2014 by a strategic buyer at a multiple exceeding PE's expectation.

WAGGENER EDSTROM WORLDWIDE, New York, NY • 2010-2011

Independent global agency specializing in the technology and healthcare sectors.

GLOBAL CORPORATE PRACTICE LEADER; GM of NEW YORK OFFICE

Rebuilt corporate communications practice, team, and New York presence. Achieved 2011

revenue and other business goals well ahead of plan. Secured \$4.5 million in new business commitments in first seven months. Led Verizon PR team. Counseled and executed critical media relations for agency's top clients in healthcare, technology.

BRAINERD COMMUNICATORS, New York • 2002-2010

Independent agency specializing in investor/media relations and crisis and transaction communications.

MANAGING DIRECTOR

Drove corporate and consumer communications for clients in a range of industries, with a focus on building and leading effective partnerships in order to understand and advance goals. Delivered expertise and counsel in key areas including media management, crisis management, corporate social responsibility, consumer and viral marketing, litigation/regulatory support, employee engagement, and business-to-business marketing communications.

- Created and launched Brainerd's most popular and profitable offerings, expanding opportunities and growing PR business that, on my represents 75% of company revenue.
- Drove profitability and success – including record years in 2005, 2006 and 2007 – by building a strong reputation that brought in major clients including Siemens, Google, PricewaterhouseCoopers, and Intel.
- Created unprecedented success for early-stage, high-growth, Global 200 and no-profit clients – including rehabilitating Clear Channel's reputation; turning a loss-leader research report into a top generator of business opportunities and positive awareness for PwC globally; and advising Martha Stewart Living Omnimedia CEO on positioning to all constituencies in immediate wake of founder's legal difficulties.
- Sought out as trusted advisor to high profile and newly named CEOs – specializing in executive transitions and difficult situations including Steve Jobs, Mark Hurd, John Feltheimer, Michael Rapino, Glenn Britt (Time Warner Cable), others.

WPP: HILL & KNOWLTON and BURSON MARSTELLAR, New York • 1999-2002

One of the world's largest communications groups, providing services to local, multinational and global clients.

DIRECTOR, NEW YORK TECHNOLOGY PRACTICES | DEPUTY DIRECTOR, U.S. TECHNOLOGY PRACTICES (SENIOR VICE PRESIDENT)

At H&K: Recruited from sister agency to join global H&K at the request of Motorola. Established and led H&K Technology Practice, including national and global focus, acquisition strategy, and market positioning plans. Led groups in New York, Washington, D.C., Atlanta, Chicago, Austin, Houston, Seattle, San Francisco, and L.A. As senior advisor to high-profile clients (including Compaq, Motorola, Microsoft, Citibank, and British Telecom) developed integrated annual communications plans and delivered industry analysis and media management expertise, as well as dynamic partner marketing programs.

At Burson: As Deputy Director at Burson, led eastern division of U.S. practice, which included Boston, New York, D.C., and Chicago, while contributing to development of strategic direction, acquisition plans, and market positioning of national practice. Advised clients including Citibank, Accenture, and Sun Microsystems.

- Immediately delivered strong impact, securing over \$10M in new business commitments for global technology practice in first year of position. Secured \$18M in first year for U.S. practice at Burson.
- Generated \$4.5M+ in revenue within first year for H&K – exceeded 2002's business goals

by end of January.

- Advanced capabilities and supported ongoing success by introducing a research-based strategic planning and measurement methodology that became a foundation of the agency's practices.
- Played lead role in generating high revenue (\$20M) as member of the H&K N.Y. management team.
- Served in high-profile roles, including co-global leader for top-10 client Qualcomm, and senior strategist on several of agency's largest clients at Burson.

CREAMER DICKSON BASFORD (now EuroRSCG Havas), New York • 1998-1999

Public relations firm.

SENIOR VICE PRESIDENT; DIRECTOR, U.S. TECHNOLOGY PRACTICE

As part of 5-member executive management team, built and directed technology practice. Drove daily practice operations, as well as recruiting of account personnel. Led collaborative efforts with sister agencies Havas/Euro RSCG. Client list included Caners Business Information, Comcast Online, and Seiko Consumer Products Division.

- Achieved outstanding 2000% boost to business - \$75K to \$1.6M annualized run rate in 8 months.
- Optimized success through creation of an agency-wide professional development program.

RAMBUS INC., Mountain View CA • 1997-1998

Premier technology licensing company. Top technology IPO of 1997.

HEAD OF GLOBAL STRATEGIC COMMUNICATIONS

Piloted design and execution of integrated communications strategy and programs, with control over budget and decision-making for messaging, corporate identity positioning, crisis communications, and public relations efforts. Drove proactive initiatives involving advertising/direct mail, industry events, partner programs, and consumer branding. Partnered with executives and business development leaders, and with CFO on financial analyst relations.

- Successfully defined the new "semiconductor intellectual property" category in Rambus' favor; positioned company and key executives as leaders in emerging segment and industry.
- Played lead role in garnering positive press for Rambus and its CEO/President:
 - > Upside Magazine's Elite 100 (100 Executives Leading the Digital Revolution -- #4 Semiconductor Executive)
 - > Forbes ASAP's Dynamic 100 (Top 100 Dynamic Companies -- #1 Semiconductor Company)
 - > EBN Hot 25 (The 25 Executives Who Made a Difference in 1997)
 - > Top Nasdaq IPO of 1997

WILSON MCHENRY COMPANY, San Mateo, CA • 1996-1997

Premier Silicon Valley strategic communications firm.

GROUP DIRECTOR (VP equivalent)

- Delivered \$2.1M in new business opportunities – for run rates, turned a \$750K group into a \$2.75M group of industry-leading clients over tenure.
- Contributed to company reaching #3 ranking for Silicon Valley communications agencies in 1996 through successful promotion of agencies and its offerings.

CAREER NOTE: Previous roles as Vice President, Public Relations for KVO Advertising & Public Relations, Senior Technology Editor for CMP Media-EE Times, and Executive &

Managing Editor for Cahners Publishing. Spent 13 years in senior editorial management roles with leading technology and business media. Led editorial research and repositioning for two Cahners Publishing Company titles – both resulting in increased revenues and market share.

PROFESSIONAL AFFILIATIONS: Public Relations Society of America (Counselors Academy and Silver Anvil Judge) • Council on Communications Management • NY Women in Communications

SPEAKER at professional conferences including Public Relations Society of America and the National Investor Relations Institute