



DARDEN SCHOOL  
*of* BUSINESS

**Darden Leadership  
Communication Council**

*Member Profiles*  
2024



## *About the Council*

The University of Virginia Darden Leadership Communication Council was established in 2016 by Dr. June West, the late Dr. James Rubin and Steve Soltis for the purpose of convening and engaging top professionals willing to share their insights and best practices in communication strategy and execution with our students and faculty.

The council includes more than 80 communication leaders from business, media, education, government and civil society sectors, including such prominent brands as Coca-Cola, Ford Motor Company, MUFG Bank of Tokyo, McDonald's Capital One, Cox Media, The Home Depot, Regions Bank, Hitachi, Brown Forman, McKinsey, Merck, Inspire Brands, The White House Writers Group, CNBC, Axios, Bloomberg News, Stanford Graduate School of Business, University of Maryland, Mississippi State University and Harvard.

As an advisory body, the council has had a material impact on course instruction at UVA Darden, including as a catalyst for the creation of two new electives: "Communicating in Times of Disruption" and "Transformation and Writing for Impact and Influence." Council members engage with Darden students and faculty through an annual meeting and throughout the year by providing technical notes, case studies, in-class lectures and mentorship.

In 2023, the council partnered with Batten Media Fellowships, which allow professionals engaged in all aspects of the media to pursue an MBA at the University of Virginia Darden School of Business. The fellowships were established by the late Frank Batten, founder of Landmark Communication and UVA alumnus.



June West and Steve Soltis

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# *Member Profiles*

## **MATT ABRAHAM**

Matt Abrahams is a leading expert in communication with decades of experience as an educator, author, podcast host and coach. As a Lecturer in Organizational Behavior at Stanford University's Graduate School of Business, he teaches popular classes in strategic communication and effective virtual presenting. He received Stanford GSB's Alumni Teaching Award in recognition of his teaching students around the world. Outside of the classroom, Matt is a sought-after keynote speaker and communication consultant. He has helped countless presenters improve and hone their communication, including some who have delivered IPO road shows as well as Nobel Prize, TED, and World Economic Forum presentations. He also consults for the United Nations' Secretary General's Strategic Planning and Communication Office. His online talks garner millions of views and he hosts the popular, award-winning podcast Think Fast, Talk Smart The Podcast. His new book Think Faster, Talk Smarter: How to Speak Successfully When You're Put on the Spot provides tangible, actionable skills to help even the most anxious of speakers succeed when speaking spontaneously, such as navigating Q&A sessions, shining in job interviews, providing effective feedback, making small talk, fixing faux pas and persuading others. His previous book Speaking Up without Freaking Out: 50 Techniques for Confident and Compelling Presenting has helped thousands of people manage speaking anxiety and present more confidently and authentically.

## **JOHN ALDERMAN**

John Alderman has spent his life at the intersection of leadership and communications. He simply loves helping leaders communicate better. John enlisted at age 17 and spent more than 20 years in the National Guard, Army Reserves and on active duty including a year in Iraq commanding a 150-man Cavalry Troop in places like the charmingly named Triangle of Death. He subsequently commanded a Mobile Public Affairs Detachment comprised of photographers and videographers, using his combat experience to create a crack domestic crisis and organizational communications team. John led all Georgia Department of Defense communications for three years as state public affairs officer.



In the civilian world, John first focused on literature, earning a B.A. in English from North Georgia College and an M.A. in English from Georgia State. He managed Customer Communications publications at UPS and served four years as head of executive communications for Manheim and later Cox Automotive as it grew from a \$1.8B to a \$7B global company. John led Executive and Internal Communications at Equifax through the 2017 cybersecurity breach crisis and then was director of corporate affairs for North America for British SaaS company Sage. Today, he is the vice president of communications and public affairs for Colonial Pipeline where he and his team endeavor daily to connect, explain, and inspire.

## GRAHAM ANTHONY

Early in his career, Graham Anthony built a small newspaper and a small manufacturing business before being recruited to Darden as a Batten Fellow.

Over the last 30 years, Graham has completed over 100 M&A transactions, including many in communications and communications-related industries. Notable media related transactions include supporting the financing of Chancellor Broadcasting's purchase of Shamrock Broadcasting's assets as well as assisting the Allbritton Family acquisition of the web hosting platforms that morphed into Politico.

He lives with his wife, Angela, and son, Thomas, in Champaign-Urbana, Illinois. When not at home or work, Angela & Graham find themselves traveling with their kid to his various go-kart races throughout the US. Occasionally Graham escapes and goes fishing.

## KEN ASKEW

Ken Askew has worked in political, corporate, small-business and agency environments for 30+ years, with emphasis on executive communication. He was senior White House speechwriter for President George H. W. Bush ('41'), chief communicator for U.S. Senator Sam Nunn (D-GA), head of executive communication for Pfizer Global Pharmaceuticals, director of communication programs for Michael Milken and executive speechwriter for Chairmen & CEOs Lee Iacocca at Chrysler and John Clendenin at BellSouth. For ten years, he operated a private communication consultancy, serving C-suites of more than 20 Fortune 100 companies. He is currently Managing Director of Executive Communications for MUFG. Raised in Japan as the son of missionaries, he earned a B.A. in philosophy and history with honors from Baylor University.

## JOHN A. BARNES

John Barnes spent the first 17 years of his professional life in newspapers, for political columnists Rowland Evans and Robert Novak, the Boston Herald, the Detroit News, the New York Post and elsewhere. He spent most of his time as an editorial writer, which he discovered is excellent training for becoming a speechwriter. Entering corporate communications at Pfizer in 1999, he started in employee communications, but soon made his way to executive communications, mentored by LCC members John Santoro and Ken Askew.

His executive communications career has since taken him around the country and across the world, working for BP and ConocoPhillips in Houston and Saudi Basic Industries Corp. in Riyadh, Saudi Arabia. Today, he is back in Houston working at Baker Hughes. He has published op-eds under his own name and for others in The Wall Street Journal, The Washington Post, The Houston Chronicle, The (London) Daily Telegraph, and many others. He is the author of three published books, and his work has won awards and recognition from the Professional Speechwriters Association and Vital Speeches of the Day. He and his wife Mary and their two children live in Houston, Texas.

## TATIANA BATOVA

Tatiana Batova is an associate professor of business administration in the Communication area at Darden, where she teaches Leadership Communication, Storytelling with Data and User Experience courses. Prior to joining the Darden faculty, she was a tenured associate professor in the College of Integrative Sciences and Arts at Arizona State University, where she co-directed the MS in User Experience Degree with the Ira A. Fulton Schools of Engineering and served as a senior sustainability scholar in the Julie Ann Wrigley Global Institute of Sustainability. Her research focuses on cross-cultural communication with applications to business, healthcare and sustainability; data visualization; user and customer experience; social psychology; content strategy; and rhetoric of technology. Her articles have appeared in leading business and professional communication journals such as the International Journal of Business Communication, the Journal of Business and Technical Communication, IEEE Transactions on Professional Communication and Technical Communication. Alongside numerous academic conferences, she was invited to present her research at practitioner-oriented venues such as User Experience Professionals Association, Center for Information Development Management and Congility.

## TIMOTHY J. BEECHER

Tim Beecher has more than 40 years of communications experience covering a wide range of public relations activities, including corporate reputation management, crisis communications, media relations, employee communications, corporate identity programs, special events, community relations, and speechwriting.

Beecher has served as strategic counsel for clients such as UPS, Caterpillar, Peabody Energy, U.S. Foods, Hilton, International Paper, and Waste Management, Stifel Financial, Enterprise Holdings, AT&T, Fossil, Hilton, Washington University in St. Louis and has worked with a number of confidential assignments for special situations.

He has counseled corporate executives on comprehensive approaches to managing their company's reputations using traditional mass media, social media, executive thought leadership, philanthropy, community relations, third-party development and outreach, and stakeholder engagement. He helps corporations understand the communications implications during crisis situations that include management-labor confrontations, litigation, government investigations, industrial accidents, product recalls, workplace disruptions and environmental issues.

Beecher retired as a senior partner from FleishmanHillard in January 2019 after 28 years with the global public relations firm. He joined FH after 11 years with McDonnell Douglas (now Boeing).

As a Navy public affairs officer from 1972 to 1979, Beecher was assigned to the U.S. 7th Fleet Commander's staff and the Chief of Information's internal communications group in the Pentagon. In the spring of 1975, he was part of the U.S. forces that evacuated South Vietnam, working with the 130 journalists, known as the "Saigon Press Corp," that covered the end of the war from the USS Blue Ridge.

Beecher was awarded a bachelor's degree in journalism from Saint Bonaventure University in 1972.

## SHANNON L. BILLS

Shannon Bills is the chief of protocol for Marine Corps Installations Pacific, headquartered in Okinawa, Japan, with bases in Hawaii, Guam, Okinawa, mainland Japan and Korea. She is responsible for coordinating and leading all interactions between the command and high-ranking US and foreign military, political and cultural officials, including associated communications and event planning.

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Shannon began her career at the American Enterprise Institute, working on Asia-Pacific security issues with prominent scholars and managing the department's interactions with external political, military, and academic entities and officials. In 2015 she joined the International Monetary Fund's internal-facing communications department, working with leaders throughout the organization to craft and deploy messages to raise internal awareness of new fund policies and programs. In 2016, she was invited to join a small team within the external communication department focused specifically on Madame Christine Lagarde's speeches, engagements and initiatives. While there, she had the opportunity to communicate fund policy and intent to global leaders and organizations during major events such as the Greek financial crisis.

A Virginia native, Shannon holds a Paralegal Certificate from Georgetown University and a Bachelor of Arts in Chinese Studies and International Studies from the University of Richmond, where she graduated Phi Beta Kappa. She spent her last two years of college at Peking University in Beijing.

## ZACHARY BILLS

Zachary Bills is an MBA candidate at the University of California Berkeley-Haas School of Business with an anticipated graduation date of May 2022. He recently completed his active-duty time with the Marine Corps, returning from Okinawa, Japan, where he was a counterintelligence/human intelligence officer leading an intelligence unit.

Prior to joining the Marine Corps in 2016, Zachary worked at Context Partners, a strategic consulting firm, in their Washington, D.C., office. Context Partners focuses on network creation, activation, and communication, helping clients to build and access new groups of customers, influencers and advocates. While there, Zachary had the opportunity to work on projects ranging from global grand prize challenges offered by leading philanthropies to product development with Fortune 50 companies. Before joining Context Partners, he worked in sales and marketing for a Washington, D.C.,-based test prep and admissions consulting company.

A Virginia native, Zachary graduated cum laude with a Bachelor of Arts in East Asian Studies from Middlebury College in Vermont. During and immediately after college, Zachary lived and worked in China for almost two years, splitting time between Taiwan and a shoe factory in Guangzhou.

## SELIM BINGOL

Selim Bingol's four decade-long career is highlighted by serving as the Chief Communications Officer at AT&T, General Motors and Duke Energy during periods of historic transformation and intense public scrutiny for each. Prior to those roles, Selim led a public affairs team for clients including multinational companies, governments, trade associations and more in the Washington, DC office of Fleishman Hillard, having previously served on staff for two Members of Congress.

Graduates of UVA, Selim (BA 1982) and his wife Julie (BA 1985) moved to Charlottesville in 2023 to be closer to family (and to their football and basketball seats). Selim now provides select clients with strategic communications, consulting and related services. He also volunteers at the Blue Ridge Area Food Bank.

During his career, Selim has held senior partner positions at Fleishman-Hillard Communications, one of the world's largest public relations agencies. Most recently, he returned to run the agency's San Antonio office upon the retirement of AT&T CEO/Chairman Ed Whitacre and built a million-dollar business with clients like Visa. Earlier, he served on-site at SBC Communications, managing the telecom company's corporate communications function and handling roles as corporate spokesman, speechwriter, CEO media relations and public affairs media.

Earlier in his career, Selim worked with one of the industry's leading grassroots advocacy firms and was press secretary for then-U.S. Rep. Jon Kyl (R-Az.) in Washington, D.C. A graduate of the University of Virginia, Selim and his wife, Julie, have three daughters.

## AMY SQUIRE BUCKLEY

Amy Squire Buckley is a seasoned communications and marketing executive with over 25 years of experience driving large-scale national campaigns across diverse sectors. As a co-owner and Partner at The Hatcher Group, a woman-owned small business, Amy oversees all facets of firm management. Under her leadership, the firm has cultivated a reputation for creating campaigns that inspire change and improve lives, with a focus on mission-driven organizations. Her team has delivered award-winning campaigns for federal clients including Census, CDC, Education, FBI, NOAA, USDA, USPTO and VA.

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Throughout her career, Amy has demonstrated a strong ability to bring innovative solutions to complex challenges. At Reingold, she directed nationwide outreach campaigns for the federal government that achieved impressive results. She also played a key role in launching a disruptive e-commerce platform at Varsity Group and worked as a management consultant at A.T. Kearney.

A Massachusetts native, Amy holds a B.A. in Economics and International Relations from Boston College. She received her M.B.A. from the Darden in 1997, where she was awarded the Marianne Quattrocchi Memorial Scholarship. She lives in Bethesda, Maryland with her husband and three sons.

## DOUG BUSK

Over the span of his career, Doug has excelled at connecting audiences to their favorite brands via omni-channel communications. Currently, he advises clients on how to scale their story-telling and engagement via his role with the global consulting division of Slalom LLC.

As vice president of enterprise communications and marketing at Emory University from 2018-2021, he led university-wide media relations, internal communications, and owned channel content development (emory.edu, social media presence), transforming the university's share-of-voice among top competitors. Following that, Doug was interim chief marketing officer for Atlanta-based start-up BoxLock, and interim executive director of non-profit Campaign Verify, where he continues to hold a board seat.

Previously, Doug was group director of digital communications & social media at The Coca-Cola Company, where responsibilities included overseeing the evolution and international expansion of the Coca-Cola Journey storytelling platform; driving strategic growth of the company's corporate social media channels; and leading the development and execution of digital training and capability-building worldwide. In 2013, Doug spearheaded the creation and launch of the HUB Network, Coca-Cola's global social listening, analysis and engagement platform, connecting and harmonizing the real-time work of more than 2,000 social media marketers worldwide.

Other notable achievements in Doug's career include the strategy behind and implementation of the landmark mobile marketing and organizing efforts of the 2008 Obama presidential campaign and, while with Verizon Wireless, the establishment of mobile donation via text messaging in the U.S.



## ANTHONY (TONY) CAPRA

Tony is an Emmy award-winning broadcast journalist with three decades of editorial and production experience. He is a proven leader who excels in directing production and technical teams in a high-pressure, high-stakes breaking news environment to produce best-in-class journalism.

Tony won his first Emmy award for leading and organizing NBC News' award-winning coverage of President Ronald Reagan's funeral. Capra most recently won his fifth Emmy award for leading NBC News' award-winning coverage of the events of January 6th, 2021.

With over 30 years of covering breaking news in Washington and worldwide, Capra has directed reporting of seven administrations, international wars, and natural disasters.

He lives in Arlington, VA, with his wife, Liah, their one-year-old daughter, Sophia.

## BARBARA (BARIE) CARMICHAEL

Barie Carmichael has more than 35 years of experience directing global corporate communication and has managed strategic corporate communication on a global scale in a variety of industries involving issue management, corporate branding, crisis, employee engagement and media relations.

A co-author of Columbia University Press's "Reset: Business and Society in the New Social Landscape" and senior counselor at the global communications consultancy APCO Worldwide, Carmichael counsels senior corporate management and the next generation of business leaders on navigating the new social ecosystem in which businesses today operate. She also serves on Fast Company's Impact Council and the Harvard Business Review Advisory Council.

As Dow Corning Corporation's chief communications officer, the company's board of directors elected her to the position of corporate officer, recognizing her strategic contributions to guiding the company through the decade-long silicone breast implant crisis. In addition to her work at Dow Corning Corporation, Carmichael was formerly a partner at The Brunswick Group and served as VISA USA's executive vice president of corporate relations.

Carmichael is a Batten Fellow at The University of Virginia's Darden Graduate Business School and is also a member of the Arthur W. Page Society. Throughout her career, she has won numerous awards for issue management, employee communication and change management. Carmichael graduated with honors from Carleton College and has a master's degree in English from the University of Minnesota. She is also a graduate of INSEAD's Advance Management Program, Fontainebleau, France.



## MARY KATE CARY

Currently an adjunct professor in the University of Virginia's Politics Department, Mary Kate Cary teaches small seminars for undergraduate students: "Political Speechwriting," and "Democracy Out Loud," which studies the greatest speeches in American political history. Mary Kate also co-teaches "Election 2024" before 500 undergraduates, alongside a liberal colleague—leading the one of the only political science classes in America taught from both sides of the aisle. In 2021, Mary Kate served on UVA's Committee on Free Expression and Free Inquiry, which produced the University's policy on free speech. She is the director of Think Again @ UVA, an initiative to promote free speech, viewpoint diversity, critical thinking and intellectual humility through student-facing programming. She is also the founder of the UVA Student Oratory Contest, in which students write and deliver short speeches on American democracy in the Dome Room of the Rotunda; judges are a bipartisan group of former White House speechwriters.

Mary Kate was a White House speechwriter for President George H.W. Bush, served as spokesman for then-Attorney General Bill Barr during the Bush Administration and as Deputy Director of Communications at the Republican National Committee under Haley Barbour. For the last three decades, she has written speeches for a variety of business, political, and non-profit leaders.

## BRUCE CONNERY

Bruce Connery is a senior advisor with Al Petrie Advisors, where he assists clients with a variety of investor relations needs as well as establishing corporate emergency response plans. He has worked in investor relations for more than 30 years, initially with Sonat Inc. in Birmingham, AL, where he became the first person dedicated to investor relations. When Sonat was acquired by El Paso Corporation, he became vice president – investor relations for the merged company. During his 12 years at El Paso, he managed investor & media relations through a tumultuous period when the company narrowly avoided bankruptcy and was a key participant in a successful proxy contest defense.

For four consecutive years, he was recognized as being among the top three investor relations professionals in the industry by Institutional Investor Magazine. While at El Paso, he also served as the chairman of the company's corporate emergency response plan and oversaw the El Paso Corporation Charitable Foundation. After El Paso was acquired by Kinder Morgan, Bruce moved to England to become group head of investor relations for BG Group PLC, a FTSE 10 Company. Following BG Group, he returned to the U.S. to head up investor relations for Columbia Pipeline Group, where he was actively involved in the formation of a master limited partnership and related capital markets activity. Bruce began consulting in 2015 after Columbia was also acquired. He and his wife, Lynne, reside in Houston.

## NATALIE CUCCHIARA

Natalie Cucchiara is Senior Vice President of Communications at Lot Sixteen, a public affairs firm based in Washington, D.C. She advises clients across a wide array of sectors from energy and entertainment to education and manufacturing on their media and communication strategies. Before joining Lot Sixteen, Natalie spent over a decade at NBC News, most recently serving as senior producer for the Sunday public affairs show “Meet the Press,” where she managed guest bookings, program planning and the production of remote interviews and broadcasts.

Throughout her career, Natalie has produced interviews with U.S. Presidents, foreign heads of state, lawmakers and celebrities. She also worked as elections producer for NBC Political Director Chuck Todd during three presidential election cycles and contributed stories to NBC Nightly News, TODAY and MSNBC. Her work earned her three EMMY nominations. Natalie holds a bachelor’s degree in Political Communication from The George Washington University and graduated from the Darden School of Business in the EMBA class of 2020.

## JULIE DAUM

Julie Daum is chief marketing & communications officer (CMCO) at the University of Virginia Darden School of Business. She oversees the Darden brand globally and plans and executes the School’s marketing, communications and public relations efforts around the world in alignment with the School’s strategic plan. A member of the Dean’s Office, she works closely with senior leadership, faculty, staff, students, alumni and the Darden School Foundation Board of Trustees. She leads the multifunctional Communication & Marketing team, which enhances the School’s global reputation and stature through leading-edge content, creative direction, media relations, digital marketing, data and analytics.

Daum joined Darden in 2008 as director of communications. In the years since, she has guided Darden’s brand strategy and digital marketing transformation, driving growth and progress in key areas including enrollment, fundraising and institutional reputation.

Previously, Daum worked in Barcelona, Spain, for a decade with organizations including IESE Business School, Carmen Balcells Literary Agency, HarperCollins and the White House Writers Group. At IESE, she served as founding English-language editor of its knowledge portal. Daum began her career working in New York City as a public relations expert in book publishing. She supported bestsellers at Simon & Schuster and launched new titles and editorial lines for Rizzoli International Publications.

Daum earned a B.A. from the University of Virginia and an M.S. in journalism from the University of Barcelona and Columbia University Graduate School of Journalism. A Darden alumna, she completed Darden’s advanced management program, The Executive Program, in 2022.

## ELLEN DESANCTIS

Ellen DeSanctis served as senior vice president in corporate relations at ConocoPhillips, the world's largest independent E&P company, for ten years. She has more than 30 years of experience in business communications and administration in Houston, Texas, with positions at Burlington Resources, Petrohawk Energy Corporation and Rosetta Resources, among others.

DeSanctis was recruited out of undergraduate school into Shell's progressive technical development program. She advanced rapidly through a variety of positions during 7-year tenure including senior production engineer, operations foreman and division manager production administrator. After completing an MBA, she joined ARCO as a senior financial analyst during a period of new business development and market diversification. She supported capital budgets, financing, M&A and capital market activities at the operating subsidiary and corporate levels for 5 years.

DeSanctis holds a B.A. in geological and geophysical sciences from Princeton University and an MBA with a concentration in finance & venture initiation from the University of California, Los Angeles.

## STEPHANIE DHUE

Stephanie Dhue is an Emmy award-winning journalist, whose focus is the intersection of business and politics in the nation's capital. Currently, she is a producer with CNBC based in the Washington, D.C. bureau. In her role she has led editorial and production teams for coverage of major events, including the 2020 presidential election, the Trump administration's State visit to China, and the G-20 meeting in Japan.

Prior to her work at CNBC, Dhue was a correspondent for the PBS program, "The Nightly Business Report," where she reported on major economic and business news, including the Microsoft antitrust trial, dot com boom and bust and the subprime lending implosion that led to the 2008 financial crisis.

She is skilled at translating complicated policies into stories a general news audience can easily understand and relaying the significance of major events as they unfold. Dhue was awarded a Batten Media Fellowship and completed her MBA at Darden in 2021.

## MARK DOLLINS

Mark Dollins is president of North Star Communications Consulting, a consultancy with core capabilities in employee communications strategy and communications talent development. His previous corporate experience spans more than 30 years with Fortune 500 companies.

He spent 17 years in executive communication leadership roles with PepsiCo, where he was SVP and Chief Communications Officer at Pepsi Beverages and PepsiCo Americas Foods; and SVP of global internal communications. He led Corporate Communications and brand communications for The Quaker Oats Company, with responsibilities for corporate public relations, internal communications, government affairs, philanthropy and community relations. He ran executive and global employee communications for DuPont as it navigated the largest industrial merger in history and led Corporate Communications for Northern Indiana Public Service Company. Additionally, he oversaw employee communications for Indiana Michigan Power. He started his career as a journalist with ABC News and then moved to local newspaper reporting.

As a consultant, he has provided communications services to clients that include Raytheon, United Technologies, Visa, Toyota, Louis Vuitton, Xerox, Signet Jewelers and Keep America Beautiful, among others. His research on AI and communications represents some of the most advanced in the industry and his book, “Engaging Employees through Communication,” was published globally by Routledge/Taylor & Francis Group Press.

A member of the Forbes Communication Council, he also is an adjunct professor of communications at the University of Missouri School of Journalism. — holding a B.A. in radio/TV from The George Washington University and an M.A. in communications from Purdue University. He’s certified in Prosci Change Management and a silver-level-certified USA Wrestling coach and five-time national masters title holder with USA Wrestling.

## CRAIG DONNER

Craig Donner brings more than 30 years' experience in corporate and political communications, serving multiple CEOs and elected officials and managing a wide range of complex business, regulatory and legal issues as well as high-profile crises.

Craig is currently Managing Director and Global Head of Corporate Communications for The Depository Trust & Clearing Corporation (DTCC), the premier post-trade market infrastructure for the global financial services industry. In this capacity, Craig provides strategic direction and counsel on DTCC's external and internal communications. He is responsible for corporate messaging, reputation management and thought leadership, with oversight of executive communications, public and analyst relations, social media, crisis communications, issues management, client communications and internal communications. In addition, Craig serves as Executive Sponsor of DTCC's employee resource group supporting the veterans community and sits on the Operating Council for the firm's New Jersey site.

Prior to joining DTCC, Craig spent 15 years serving elected officials and political candidates at all levels of government. During that time, he was Communications Director and Press Secretary to US Congressman Vito Fossella (NY), was a partner in a political and communications consultancy and helped lead successful campaigns for candidates for federal, state and city office. Earlier in his career, Craig worked in market research supporting Fortune 500 clients and other accounts.

Craig earned a Bachelor of Arts in Economics and Journalism from Brooklyn College (Phi Beta Kappa, Magna Cum Laude). He is a member of the Museum of American Finance's Communications Executives Advisory Panel.

## PAULA DRAKE

With more than 25 years of corporate communications experience, Paul Drake joined Regions Bank as chief communication officer in 2020 following a 16-year career with The Home Depot.

At Regions, Paula oversees all facets of internal, external, executive, media, investor, brand and ESG communication at the Fortune 500 company, and is responsible for developing and managing its overarching strategic narrative. Prior to Regions, Paula served as corporate and executive communication director at The Home Depot where she championed innovative communication strategies and led teams that produced content for podcasts, videos and the company's online newsroom. Paula also served as a media strategist and spokesperson for the company and partnered with other areas of the organization to drive message consistency.

Prior to The Home Depot, she served as a public relations manager for UPS, where she planned and implemented high profile publicity campaigns and media opportunities.

Drake graduated from Shorter College with a Bachelor of Science degree and earned a Master of Arts degree from the Grady College of Journalism and Mass Communication at the University of Georgia. She is a member of the Public Relations Society of America and the National Investor Relations Institute.

A native of South Georgia, Paula lives in Birmingham, Alabama, with her husband and two children.

## ALLISON LOUISE ELIAS

Assistant Professor Allison Elias teaches courses about communication and negotiation in Darden's MBA and EMBA programs as well as to executive education learners. She was a nominee for the 2022 Outstanding Faculty Award at Darden, and one of her courses has been rated among the top 10% of all Darden electives (for course content and instructor quality). She received a Wells Fargo Award for Excellence in Course Materials in 2024.

Elias has provided expert commentary to media outlets such as NPR, PBS, CNN and Newsweek, and her research has been featured in Quartz.com and Poets & Quants.

Her research investigates historical and contemporary issues of gender and diversity in occupations and organizations. Her first book was named a Best Summer Book of 2023: Business by the Financial Times, and it was a finalist for the Hagley Prize, awarded by the Business History Conference, for the best book in business history.

Before coming to Darden, Elias taught at the Wharton School, University of Pennsylvania; the Owen Graduate School of Management, Vanderbilt University; the SC Johnson College of Business, Cornell University; and the ILR School, Cornell University. At Cornell she won an exemplary teaching award and was recognized for advancing gender equality across the campus. During graduate school, she gained practical conflict resolution skills as a court-certified mediator.



## ROB FREDERICK

Since 2018, Rob Frederick has served as director of corporate brand and communications at Brown-Forman, a Louisville, Kentucky-based maker and marketer of beverage alcohol brands, including Jack Daniel's, Herradura, Woodford Reserve, Old Forester, Diplomático, Gin Mare and more.

In this role, he is charged with external and internal communications and bringing the Brown-Forman brand to life through storytelling and delivery of the right message to the right audience at the right time and place. He is an advocate for building reputation from the inside out.

For thirteen years prior, he was responsible for leading Brown-Forman's corporate responsibility strategy, including its approach to advancing environmental sustainability, promoting responsible drinking and reducing the abuse and misuse of beverage alcohol.

Frederick serves on the Board of Directors of Louisville Public Media. He holds a bachelor's from Duke University and an MBA and M.S. from the University of Michigan. Frederick was previously a member of Ford Motor Company's sustainability team and an environmental consultant with ICF International.

## CHRISTOPHER (CHRIS) FULLER

Christopher Fuller serves as Chief Communications and Impact Officer of Inspire Brands, a multi-brand restaurant company whose portfolio includes more than 32,600 Arby's, Baskin-Robbins, Buffalo Wild Wings, Dunkin', Jimmy John's, and SONIC restaurants worldwide.

Fuller leads communications for Inspire and its brands, including internal and external engagement, meetings and events, creative services, community relations and corporate communications, as well as the company's impact initiatives.

Fuller also serves as executive sponsor for the organization's "Good Citizen" pillar within the "People First" platform. In this role, he has led the creation of the Inspire Foundation and the expansion of the Foundation's purpose to 'ignite and nourish change for good.' In 2023, Inspire and its brands raised more than \$23 million for philanthropic causes. In 2022, Fuller oversaw the publication of Inspire's first impact report.



While at Inspire, Fuller has overseen communications for four brand acquisitions and integrations, beginning with the \$2.9 billion acquisition of Buffalo Wild Wings in 2018 and most recently with the \$11.3 billion acquisition of Dunkin' Brands in 2020.

Fuller has 25 years of communications, PR and government relations experience for organizations including restaurant brands, global ad agencies and the United States Congress.

Fuller serves on the Leadership Council, co-chairs the Advisory Council for Dine for No Kid Hungry, is a board member of the Perimeter Chamber of Commerce, is a board member of the Georgia Music Accord and is a member of the Arthur W. Page Society. Fuller also serves on the Leadership Communication Council at the University of Virginia Darden School of Business and on the board of the International Franchise Association. He also chairs the Inspire Foundation Board of Directors. Fuller is an alumnus of West Texas A&M University where he received a bachelor's degree in mass communications. He also received an MBA from the University of Dallas.

## ANGELA GREILING KEANE

Angela Greiling Keane is the news director of Bloomberg Government, where she leads a team of reporters and analysts that covers congressional policy and politics and state capitols. She joined Bloomberg Government in 2022 after leading and growing state, Canada and policy coverage at Politico. Angela is the Journalism and Women Symposium president where she works to advance women in the news industry.

She was Politico's managing editor for states, running policy and politics coverage for regional-based teams and federal policy verticals and previously was a technology editor. Earlier in her career, she spent nearly a decade as a reporter at Bloomberg News, including as a White House correspondent. And she was the 2013 National Press Club president.

## BRIDGET NOLAN GUTHA

Bridget is a strategic communications leader at Amazon, where she oversees proactive content creation for Amazon sellers. Prior to this role, she was a Senior Product Manager at Amazon Music, focusing on marketing initiatives.

Bridget is an accomplished media professional with a background in political journalism and live event production. Prior to her role at Amazon, she was an award-winning producer at CNN, where she played a pivotal role in some of the network's most high-profile events. Working alongside Chief Political Correspondent Dana Bash, Bridget led the production of critical live broadcasts, including eight primary debates, the impeachment trial of President Trump, and key coverage of the 2018 midterm and 2020 presidential elections. Bridget also produced interviews with top political figures, including President Joe Biden, Vice President Kamala Harris, Vice President Mike Pence, Speaker Nancy Pelosi, and Andrew Yang, overseeing editorial content and post-production. One of Bridget's most notable accomplishments was her work on the Evelyn Yang story, which uncovered the sexual assault of Yang by her OB-GYN. This led to the doctor's arrest and federal indictment and earned Bridget the 2020 Front Page Award for Special Reporting from the Newswomen's Club of New York. She also developed storylines for Katie Couric's syndicated talk show and produced for Anderson Cooper, handling key interviews, including one with then presidential candidate Donald Trump.

Bridget holds an MBA from the Darden School of Business and a BA in Political Science from Duke University. Originally from Summit, New Jersey, she now lives in San Francisco with her husband, Nitin Gutha, a fellow Darden graduate.

## LAURA HENNESSEY

Laura Hennessey is the founder & CEO of Chief of Staff Solutions, LLC, a consulting firm that specializes in providing chief of staff services to members of the C-suite. An active member of the Chief of Staff Association (CSA), the international professional association for chiefs of staff, Laura recently earned her Chief of Staff® certification after completing an on Grounds residency at the University of Oxford Saïd Business School.

Having served in various communication and operational positions at the University of Virginia Darden School of Business and within the Massachusetts executive branch, Hennessey is passionate about the chief of staff role and its ability to facilitate strategy and communication across the C-suite and throughout the organization. Laura has also taught communication and journalism courses as an adjunct professor at Boston University and Dean College in Massachusetts.

## J.R. HIPPLE

JR is a lifelong public relations and communications advisor on reputation and issues management for large institutions, specializing in higher education, energy, government and consumer products. He recently launched an independent consulting practice, JR Hipple Co. Leadership and Communications ([www.HippleCo.com](http://www.HippleCo.com)), after holding positions as chief strategist, president/owner and managing partner of agencies in Southern California, Richmond, VA and Atlanta. He also is a recipient of multiple Silver and Bronze Anvils from PRSA.

When not advising client leaders, he has been teaching future leaders as an adjunct instructor at the University of Virginia Darden Graduate School of Business since 2013. Early in his career while earning his M.S. in public relations at Boston University, he had the benefit of working with Edward L. Bernays, the father of public relations, and Otto Lerbinger PhD, acclaimed academician and author.

## ARTEMIS BAKOPOULOS HISS

Artemis leads global external affairs at McDonald's, which includes the teams responsible for corporate communications, media relations and crisis communications. Together, these groups are transforming how the Brand shares its story so people – from consumers and stakeholders to analysts and employees – feel good about McDonald's.

Throughout her 15+ years at McDonald's, Artemis has overseen leadership communications, served as Chief of Staff to Chief Communications Officer and communications lead for several CEOs and members of McDonald's c-suite.

A Chicago native, Artemis began her career with the National Restaurant Association's Educational Foundation and honed her communications expertise at The Grossman Group, an award-winning boutique consultancy. She is a proud first-generation college graduate, having earned her Bachelor of Science in marketing, management and entrepreneurship at the University of Illinois at Chicago.

## JAY P. HODGKINS

Jay specializes in thought-leadership content and content marketing, with clients including Endeavor Business Media, Siemens, ICF International, NextEra Energy, C-Power and UVA's Darden School of Business. He has served as editorial director at Darden, lead speechwriter for the CEO of a Fortune 500 company and as a journalist for Gannett newspapers. He is an author of fiction and nonfiction, including co-author of "Athlete Brands: How to Benefit from Your Name, Image & Likeness" (Darden Business Publishing). He is represented by literary manager Eric C. Jones of Tobias Literary Management for TV and film screenwriting. Jay's novel manuscripts and screenplays have won awards at more than 20 competitions, including winner of The Scriptwriters Network Hollywood Outreach Program. He earned a master's degree in creative writing with distinction from the University of Edinburgh and a bachelor's degree in commerce from the University of Virginia.

## ALEXANDER HOFFARTH

Alexander Hoffarth works as an associate in the Washington, D.C., office of the law firm Hogan Lovells, where he practices corporate law matters including mergers and acquisitions, joint ventures, and public and private securities offerings. Before joining Hogan Lovells, Alexander served as a law clerk for the Honorable Diane S. Sykes of the United States Court of Appeals for the Seventh Circuit.

Alexander graduated from the University of Virginia in 2018 with a J.D. and MBA. At the University of Virginia School of Law, Alexander was on the editorial board of the Virginia Law Review and was elected to the Order of the Coif. At the Darden School of Business, Alexander received the William M. Shermet Award for academic excellence and responsible competitive spirit and the Faculty Award for Academic Excellence. Alexander has worked as a summer associate at Hogan Lovells and as a summer law clerk for the Republican Attorneys General Association.

Prior to law school, Alexander worked as an equity research assistant at Manning & Napier, an asset management firm in Rochester, New York. As a member of the Global Strategies Group, Alexander provided political and macroeconomic analysis for the firm's non-US equity portfolio.

Alexander graduated summa cum laude from Boston College in 2013 with a B.A. in political science. He was named a member of Phi Beta Kappa and received the Mary A. & Katherine G. Finneran Commencement Award, the highest commencement honor in the College of Arts & Sciences.

He is a native of Rochester, New York and has two younger sisters, both of whom are fellow Boston College Eagles, continuing the family tradition.

## MAYHUGH (SKIP) HORNE

As Vice President for Engagement for The NALP Foundation, Skip Horne plays a pivotal role in elevating the non-profit research organization's visibility and reputation and expanding its mission to ensure that the legal community and society at large have a reliable, objective and affordable source of information.

Prior to joining the Foundation, Skip served as the Senior Assistant Dean for External Relations at Santa Clara University School of Law. His extensive experience in communications and external relations includes leadership roles at Latham & Watkins LLP, the University of San Diego School of Law, the University of Texas School of Law, and the University of Melbourne, where he completed a strategic engagement as a Careers Consultant with Trinity College. Skip launched his career in higher education administration as Darden's Assistant Director of Admissions and Director of Financial Aid, where he also served as an Instructor of the required first-year course Analysis & Communication.

Skip has held leadership positions such as President of the National Association for Law Placement (2002-03) and President of the National LGBT Bar Foundation (2010-12). He has been actively involved with various industry associations, including the Association of American Law Schools, the Law School Admission Council, and the Graduate Management Admission Council. He currently serves on the Board of the American Bar Association's Career Center, further underscoring his commitment to advancing communication within the legal community.

Skip received his MBA from the Darden School of Business at the University of Virginia, where he was a Batten Media Fellow, and his BSFS cum laude from the Edmund A. Walsh School of Foreign Service at Georgetown University.

## AAMIR IMAM

Aamir Imam is a dynamic and strategic leader, currently serving as a product line manager in fiber optic cable at Corning Incorporated, a renowned company specializing in optical connectivity solutions. He is leveraging his product management expertise to enhance strategic action plans for a multi-million-dollar portfolio. Over the course of four years at Corning, he has held multiple roles demonstrating his aptitude in strategic planning, market intelligence, process improvement and product management. Prior to this, he held business development and project management roles at New Generation Power, a company that built, owned and operated clean energy projects around the world.

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In addition, his entrepreneurial spirit led him to the Director of Operations role at a medical startup, First Medicine, where he drove the launch of a new facility in India and initiated a telemedicine service for pediatrics. His breadth of experience and unique skill sets, including the ability to forecast market trends, drive process improvements and lead strategic planning, has resulted in a successful career in both corporate and startup environments.

Aamir's academic background includes an MBA from the University of Virginia Darden School of Business and a Bachelor of Science in applied mathematics - biology from Brown University.

## KATE IRVIN

Kate Irvin is head of R&D communication for Corteva Agriscience, an \$18 billion agriculture company focused on seed development and crop protection systems for farmers worldwide.

Kate joined the company in 2018 after a nearly 20-year career at The Coca-Cola Company, where she led employee communication, international stakeholders relations and served as deputy chief of staff for Chairman and CEO Muhtar Kent.

Kate earned her undergraduate degree in public policy from Duke University and received master's degrees from Harvard University and the University of North Carolina in education and public administration, respectively.

Kate resides in Washington, D.C.

## LYNN ISABELLA

Dr. Isabella teaches courses in organizational behavior, leadership and change, and teams in the University of Virginia Darden School's MBA, Executive MBA and Executive Education programs. She is the coauthor of two books, "Alliance Competence" and "Leader and Teams: The Winning Partnership," and has published numerous articles in the areas of strategic alliances, change and career management. She has also researched and authored many original case studies focused on U.S. and international companies and issues.

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As a management consultant, Isabella has extensive international experience with companies worldwide, helping them develop their global leadership talent and organizational effectiveness. She regularly works with companies in Central and Eastern Europe through the Bled School of Management, and has extensive experience in Latin and South America, China, Africa and Western Europe.

As a researcher, she focuses on questions of developing one's personal leadership expertise, leading change as a middle manager and the events that shape individual careers and propel organizational change. Before joining the Darden faculty in 1990, she served as a faculty member at the Cox School of Business at Southern Methodist University and taught at the Harvard Business School. Isabella holds a B.S. in mathematics from Tufts University, an Ed.M. in Organizational Development from Harvard University and an MBA and DBA from Boston University.

As a certified executive coach, Isabella also works one-on-one with executives and managers. Her executive coaching focuses on helping managers to achieve their best leadership and organizational performance as they learn to motivate, support and encourage others to achieve their best as well.

## CLARITZA JIMÉNEZ

Claritza Jiménez has built a media career at the intersection of marketing strategy, journalism and entrepreneurship. Ms. Jiménez is currently director of marketing strategy at Paramount/CBS News where she implements the day-to-day audience growth strategy for the CBS Evening News, CBS Mornings, and Face the Nation. She is also the lead strategist for marketing efforts around the network's 2024 election coverage. Claritza is an Emmy-nominated journalist and news producer with past roles at The Washington Post, The Associated Press and POLITICO.

Outside of her corporate career, Ms. Jiménez is a media entrepreneur and founded InColorStock.com, an inclusive stock content company that works with Black and POC creators to license their images. Ms. Jiménez holds an MBA from Darden School of Business where she was a recipient of the Batten Media Fellowship. She earned an M.A. in journalism and public affairs from American University's School of Communication, and a B.A. in political communication from The George Washington University. She resides in Washington, D.C.



## CLARK JUDGE

Clark Judge is founder and managing director of the White House Writers Group Inc. and an opinion journalist. He was a speechwriter in the Reagan White House.

As managing director of the White House Writers Group, he has advised some of the world's most prominent corporations in meeting their strategic and communications challenges in the U.S. and elsewhere. For political clients he has written many nationally televised speeches, primarily during presidential campaigns. He has provided communications advice in support of numerous cases before the United States Supreme Court.

Judge served as speechwriter and special assistant to both President Ronald Reagan and Vice President George H. W. Bush. A member of the Moscow Summit speechwriting team, he was also the lead writer for the Toronto Economic Summit in 1988 and helped shape the White House's approach to the 1988 presidential campaign. A Harvard MBA, Judge had administration assignments involving assessing the management of the government, urban policy and international economic policy before joining the White House staff.

As an opinion journalist, he has written extensively on U.S politics, the international financial crises, health care reform, the current state of the U.S. and global economies and global security issues. Among the publications in which his work has appeared are the Wall Street Journal, NYTimes.com, USNews.com, National Review Online and Claremont Review of Books.

## ERIKA KEOUGH

Erika Keough is passionate about driving business performance through the People function. As Value Advisory Director at SD Capital, she focuses on the human element in the value creation process for business owners looking to exit or sell in the future. She advises on organizational structure and development, leadership & team effectiveness, retention around culture and human capital efficiencies.

Prior to joining SD Capital, Erika founded Le Breton Group providing People and Talent strategic consulting and advisory services for early-stage startups and small to midsized companies. Erika has over twenty years in the talent acquisition and HR space as a leader and practitioner for a variety of tech companies.

Erika holds an MBA from the Darden School of Business at the University of Virginia and a BA from Austin College. Erika holds her SHRM Senior Certified Professional (SHRM-SCP) Certification and is a member of Women in Technology (WIT). Erika is an advisory board member with Happyly, a board member with Together We Bake and previously sat on the Leadership Council of the National Small Business Association.

Erika is an Entrepreneur in Residence with UVA's Darden School of Business in Northern VA where she collaborates with, teaches and mentors student entrepreneurs. A resident of Old Town Alexandria, VA, Erika loves city living, running, doing triathlons and is a proud mom of three children.

## GLENN KRAMON

Glenn Kramon has been an editor for The New York Times since 1987. Reporters whom he has supervised and edited have won 10 Pulitzer Prizes and have been finalists for the Pulitzer 25 times. In 2003, Kramon became the first recipient of the Gerald Loeb/Lawrence Minard award for outstanding work as an editor.

Since 2014 he has taught a course on writing for business, "Winning Writing," at the Stanford Graduate School of Business, and was chosen by students for the school's Distinguished Teaching Award in 2020. He also teaches practical writing at companies.

Kramon graduated from Stanford in 1975 and lives in Portola Valley, California.

## KENT LANDERS

Kent Landers, APR, is vice president – corporate communications for Hilton. He is based at the company’s global headquarters in McLean, Virginia, and leads efforts to strengthen and protect Hilton’s global reputation, including overseeing financial, development and enterprise communications, issues and crisis management, and global media relations.

Before joining Hilton in 2022, Kent worked for more than a decade in roles of increasing responsibility for The Coca-Cola Company, including vice president– public policy and government relations; vice president– U.S. west region public affairs and communications; and vice president– external communications for Coca-Cola North America, based in Atlanta; vice president – public affairs and communications for Coca-Cola Japan, based in Tokyo; and group director– global corporate media relations, based in Atlanta.

During his Coca-Cola career, Kent led key public affairs and communications campaigns for the company including standing up the first-ever combined public policy and federal government relations team for Coca-Cola North America; overseeing all external communications for brand and strategic initiatives within the company’s \$10+ billion North America retail business; leading teams to communicate major global strategic developments including the creation of the world’s two largest Coca-Cola bottlers by revenue, the appointment and media introduction of a new CEO, more than 20 quarterly earnings, and a number of global and domestic M&A transactions.

Before Coca-Cola, Kent served for nearly 13 years in key communications roles at Delta Air Lines in Atlanta, and prior to that as an account executive at Thompson & Baker Public Relations in Memphis, Tennessee.

During his Delta career, Kent led planning for the announcement of the merger between Delta and Northwest airlines in April 2008; served as one of three communicators responsible for the campaign to stop a hostile takeover by US Airways, “Keep Delta My Delta,” which was named PR Week’s 2007 Public Affairs Campaign of the Year; developed Delta’s external media strategy for its emergence from Chapter 11 protection and re-listing on the New York Stock Exchange; and planned and executed Delta’s successful campaign to secure government rights to allow the launch of nonstop flights between Atlanta and Shanghai, China.

An accredited member of the Public Relations Society of America (PRSA), Kent has held many leadership roles in his professional society locally and nationally. He is a graduate of The University of Tennessee at Martin and is a member of the UT Martin Department of Communications’ Hall of Fame and a recipient of the university’s Outstanding Young Alumni Award (2015). He is also a past national president of the Public Relations Student Society of America (PRSSA) and a member of the PRSSA Hall of Fame.

## PAUL LASEWICZ

Paul Lasewicz is the Firm Archivist for McKinsey & Company. At McKinsey, he created and oversees a corporate archives program that successfully supports a decentralized, non-hierarchical global enterprise. Before joining McKinsey, he was the corporate archivist for two Fortune 100 companies, IBM and Aetna Life & Casualty. Highlights of Paul's three-decade career include: serving on IBM's Centennial steering committee; participating in two IBM Research studies on long term digital preservation; designing and managing an internet website that averaged more than 900K visits annually; and serving on Aetna's Y2K and first corporate intranet steering committees. Paul is one of the most prolific writers in the field of corporate archives, a frequent contributor to national and international professional publications. He is also a regular speaker at national and international professional conferences.

His professional positions include serving as: a steering committee member of the Section on Business Archives of the International Council of Archives; past chair of the Business Archives Section for the Society of American Archivists; past member of the Connecticut State Historical Records Advisory Board; and a past member of the Northeast Document Conservation Center Advisory Committee. In addition, he is active in his community, having served as: a member and chair of the Historic Buildings Commission (which among other duties oversees the nation's oldest continuously operated schoolhouse); a member and chair of several town youth sports boards; and a member of two municipal task forces.

## BEN LEINER

Ben Leiner is currently a marketing leader at SmartNews and a visiting lecturer at Darden teaching a course on technology and ethics. He graduated with an MBA from Darden in 2019, where he was a Roger H. Sherman Scholarship recipient.

At SmartNews, a Japanese media unicorn, Ben leads product marketing, brand marketing and consumer insights for its US app. In this role, he is responsible for understanding the US media market at large and the desires of SmartNews's users so that the company builds successful features and marketing campaigns. He also leads the organization's efforts around algorithmic transparency. Before SmartNews, Ben spent two years at LinkedIn in product marketing.

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At Darden, Ben teaches a second-year elective, “Technology and Ethics,” in the full-time residential MBA program. The course focuses on how managers can leverage their authority and position within technology companies to build products that strengthen civil society rather than erode it. The course covers topics spanning generative AI, the attention economy, social media, privacy and algorithmic bias. Prior to his MBA, Ben worked in politics as a pollster and as a researcher at a media company, National Journal. He also led a political nonprofit, My Ride to Vote, which partnered with rideshare companies to provide free rides to the polls for low-income voters on Election Day. Uber and Lyft continue those efforts to this day.

Ben received a B.A. in history and economics from Emory University in 2014, where he was a Robert W. Woodruff Scholar. He currently resides in the Logan Circle neighborhood in Washington D.C.

## STEPHEN MAIDEN

Stephen Maiden graduated cum laude from The Lawrenceville School, earned a B.A. in Economics and Environmental Science from Duke University and an MBA at Darden Graduate School of Business. Stephen worked as an investment banker with J.P. Morgan Chase Securities in New York and London and as an analyst at several hedge funds before founding his own fund. He began writing business cases part time before joining the Darden Case Writing Research Group as a Senior Researcher. Stephen has interviewed leading business executives, nationally and internationally, and written or co-authored over 100 cases, technical, and teaching notes. He has taught case writing workshops and won awards for his case writing. OYO Hotels was recognized as a prize winner in the 2020 John Molson M.B.A. International Case Competition. In 2021, Stephen was awarded the first Gerry Yemen Fund Prize for Excellence in Support of Case Writing at Darden.

## MITCHELL E. MAROVITZ

Mitchell E. Marovitz, Ph.D., APR, Fellow PRSA, is a collegiate professor and director of the Communications, Journalism, and Speech program at the University of Maryland Global Campus. He is a member of the communicators’ committee at the National Press Club and is a former chair of the Universal Accreditation Board, which oversees the largest certification program of PR professionals in the United States. He is also a former chair of Public Relations Society of America’s Mid-Atlantic District and a past president of PRSA’s National Capital Chapter. He was elected to the National Capital Public Relations Hall of Fame in 2016.

Marovitz led strategic communications teams in support of Intelligence Community and Department of Defense clients while at Booz Allen Hamilton Inc. from 2004-2012. In 2004, as an independent consultant, he was the primary author of the public affairs plan supporting the release of the Army Inspector General's Report on Detainee Operations in Afghanistan and Iraq, which was conducted as a result of the Abu Ghraib prison scandal. During 2002 and 2003, Marovitz was the director of entertainment for the USO Inc., where he oversaw celebrity recruitment and the production of celebrity tours for the U.S. troops. He revitalized celebrity visits to U.S. posts and bases and brought the first celebrity tour to Iraq after the second Gulf War in 2003.

Marovitz retired from the Army in 2002 as a colonel after serving 30 years in a variety of public affairs positions including public affairs officer, 5th Signal Command in Worms, Germany; chief, Army Public Affairs-Los Angeles Branch; and director, media operations, American Forces Information Service in Alexandria, Virginia. He also served as the commander of American Forces Radio and Television Service networks in Central America and Europe and as the commander/ publisher of the European Stars and Stripes newspaper. While serving in Los Angeles, Marovitz worked with local and state authorities to coordinate crisis communications plans. He also represented the Army to the entertainment industry and supported the production of several films and television shows including "Renaissance Man" (1994), "Clear and Present Danger" (1994), "The Tuskegee Airmen" (1995) and "The Great Raid" (2005), among others.

## RICHARD S. MARSHALL

With more than 30 years of experience, Richard Marshall has led communications and public affairs at three Fortune 500 companies and currently leads the global corporate affairs search practice for the world's largest talent advisory firm. As Global Managing Director at Korn Ferry, he has placed 400+ C-suite leaders in communications, investor relations and public affairs roles across every industry and geography, including Global 1000, startups and P/E portfolio companies.

As a practitioner, Richard spent more than 20 years as an "in house" communications and public affairs leader and advisor to five CEOs in three different industries. He served as Chief Communications Officer at Home Depot. And earlier, he led global communications at Silicon Graphics (SGI) and Subaru of America during its successful business transformation.

He is an active member of both Arthur W. Page Society and the National Investor Relations Institute, among other professional organizations. He holds a B.S. in Marketing from Indiana University and completed graduate work at the University of Pennsylvania.



## W. MICHAEL McKENNA

Mike McKenna heads a strategic communications firm with global headquarters in his barn in Weybridge, Vermont.

Before heading north from Manhattan in 2005, McKenna was president, CEO and chief creative officer of Marsteller, the corporate advertising arm of Burson-Marsteller. Clients there included The Coca-Cola Company, The United States Treasury and the World War Two National Monument, among others.

Prior to Burson, he worked at Young & Rubicam New York where he was creative director for clients including TIME, adidas, Advil and the United Negro College Fund. He also worked for London-based Citigate as chief creative officer and managing director and was a member of the North American board. Clients there included UBS, GE Capital, Saudi Arabian Airlines and CEMEX.

An interest in education led him to a career change when Middlebury College invited him to become the first vice president for communications and marketing in the school's history. Middlebury later became a charter client of McKenna & Partners, as did Hitachi, Brown Forman and Coca-Cola, where he was creative consultant on Journey, a new global online content publishing platform which was named corporate website of the year by PR Week in 2013, and again in 2016 when it won the same honor in the United States and in the United Kingdom.

He holds an M.S. in journalism from Boston University where he was an Abbott Scholar, and a B.A. from Wesleyan University. He served on the board of trustees at Wesleyan and at Emma Willard School, and currently on The Conversation US, an online journal featuring media content created exclusively by university experts. He is also on the Marketing Advisory Committee at Wasabi Cloud Computing in Boston. Mike also currently advises USA Rugby, the National and Olympic teams governing body.



## ERIC McNULTY

Eric J. McNulty works to increase the leadership capacity and capability in individuals, organizations and communities to advance positive change. Eric is an active writer, speaker and educator on leadership and, in particular, leading through crises and other turbulence. He holds an appointment as associate director of the National Preparedness Leadership Initiative (NPLI), a joint program of the Harvard T.H. Chan School of Public Health and Harvard's Kennedy School of Government, and as instructor at the Harvard T.H. Chan School. Eric teaches in numerous executive education and graduate level courses at Harvard, M.I.T. and the University of California San Diego.

He speaks on and writes about the challenges of leading in fast moving, unpredictable circumstances. Eric is a contributing editor at strategy+business. He has also written for Harvard Business Review, Sloan Management Review and other publications. He is the author of "Three Critical Shifts in Thinking for the Evolving Leader" (O'Reilly, 2015) and "Your Critical First 10 Days as a Leader" (Safari, 2015). He is also the co-author of the second edition of "Renegotiating Health Care: Resolving Conflict to Build Collaboration" (Jossey-Bass, 2011). His most recent book is "You're It: Crisis, Change, and How to Lead When it Matter Most" (Public Affairs, 2019).

Prior to his current role, Eric was managing director of Harvard Business School Publishing's conference division. Earlier in his career he held communications roles in the private sector.

## MARC MODICA

A member of the Darden community since 1998, Marc brings broad international experience to his negotiation, communications and conflict management teaching and consulting. He's particularly interested in international business, economics and politics, and he offers courses through Darden's Center for Global Initiatives and Global Executive MBA Program. He has taught and consulted for a variety of clients in locations including Dubai, Mexico, Norway, Sweden, Brazil, China, India, Singapore, Sri Lanka and Japan. Modica also designs and delivers programs in Darden's executive education programs and within the University of Virginia's School of Medicine and Curry School of Education.

Before coming to the University of Virginia, Modica taught for ten years at the International University of Japan, where he also served as associate dean of the degree program in international management, director of international exchange programs and co-director of the school's Intensive International Executive Program. He has also taught at the University of Washington and University of Hawaii.

Married to Shizuka Modica, he is an avid musician and a practicing grandparent of two girls, ages four and six.

## SHIZUKA MODICA

Shizuka Modica, Ph.D., is professor of organizational behavior and leadership at the Kyoto College of Graduate Studies for Informatics and adjunct faculty at the University of Virginia Darden School of Business. She is an expert on high performance, meaningful work, leadership and change management. She is a secular meditation practitioner, and she participated in the Mind and Life's first International Research Institute in Kyoto, Japan in 2018. She integrates mindful practice into her signature program, "Leading Meaningfully for Sustainable Growth."

She earned her master's degree in education from the Harvard Graduate School of Education and her Ph.D. in higher education from UVA. As a learning facilitator, she also offers workshops and coaching in leadership and management through her company, i.m.i. institute LLC, and helps individuals and organizations perform optimally and grow sustainably.

Previously, Modica was an international higher education administrator and publicist at the International University of Japan. At UVA, she managed a world-class cardiology research center and academic programs, researched and wrote business cases on leadership, organic growth and entrepreneurship, and taught organizational behavior.

## BRIAN MORIARTY

Brian Moriarty is Assistant Professor at the University of Virginia Darden School of Business where he teaches courses in Leadership Communication, Strategic Communication and Ethical Leadership. He has been selected as one of the "Top 100 Thought Leaders in Trustworthy Business" by Trust Across America four times and is a member of the advisory council for Ethisphere Magazine's list of the world's most ethical companies.

Moriarty is the lead editor of the Giving Voice to Values Book Series from Rutledge and his book from Cambridge University Press, Public Trust in Business, provides business leaders with insight into the creation of this critical asset. Previously, he served as director of the Business Roundtable Institute for Corporate Ethics and the Darden Institute for Business in Society.

In addition to his teaching and research, Brian is a consultant to corporations, non-profits and think tanks. He is a member of the Arthur W. Page Society's Page-Up division and serves as a moderator for the Senior Corporate Affairs Summit.

Moriarty earned a BA from Boston College, an MA at Wake Forest University, and a Ph.D. at the University of Virginia. Along with reading across a wide variety of disciplines, he enjoys traveling, sports and time outdoors with his wife and two sons.

## NELSON MUMMA, JR.

For nearly 25 years, Nelson has used strategic communications to help generate positive impact and drive growth for large corporations and major brands, including Coca-Cola, InterContinental Hotels Group, Eli Lilly and others. He currently leads Corporate Communications & Public Affairs for Cox Media Group, which owns and operates TV and Radio stations across the United States.

Prior to joining the Cox family of businesses, he was a senior communications leader at The Coca-Cola Company, where he partnered with the Chief Sustainability Officer to raise the visibility of Coca-Cola's ESG and community impact efforts. While there, he helped lead the change management communications team during the company's \$13B acquisition of Coca-Cola Enterprises.

Prior to that, Nelson spent nearly a decade with Cohn & Wolfe, a global marketing communications agency. As director of the corporate communications practice, he helped grow the partnership with InterContinental Hotels Group from one brand project to marketing communications support for all IHG brands.

Nelson is a military veteran and foster parent and earned a master's degree in public relations from the University of North Carolina at Chapel Hill. He lives in Atlanta with his wife and two boys.

## MEGHAN MURRAY

Meghan Murray is a Professor of Practice at UVA's Darden School of Business. She brings a practitioner perspective to the classroom, teaching in the communication area with a specialty in financial storytelling.

Prior positions include higher education administration, retail, financial services, real estate, healthcare, fine arts and media. Early in her career, she worked in policy and politics, including in the press office of the British House of Commons. After earning her MBA at the University of Oxford, she worked in technology and digital media at organizations like Gap Inc and Fannie Mae, and in recent years served in executive leadership at the University of Virginia. Meghan also founded Stynson, LLC in 2005, a business strategy consulting firm that executes special projects and offers fractional CEO & COO services. Past clients include the U.S. Virgin Islands Economic Development Authority, Kellogg's, and Harvard Business School Press. In her free time, Meghan serves on a range of local nonprofit boards and runs several agricultural businesses on the farm she shares with her husband and children.

## NOELLE MYKOLENKO

Noelle Mykolenko is CEO of Trusted Advisor Associates, a boutique firm on a mission to empower professionals with the skills and mindsets to build deeper trust. TAA develops and delivers tailored, interactive programs that examine the paradigm of trust in complex business interactions to drive superior business outcomes for companies from Fortune 500 to mid-sized and emerging firms. TAA clients include the Big Four as well as global giants such as Google, Microsoft, Accenture, Johnson & Johnson and UBS.

Prior to joining Trusted Advisor Associates, Noelle was global Director of Client Development at Computer Sciences Corporation (CSC, now DXC Technology). During her tenure at CSC, she was a Consulting Partner who sold and delivered management strategy and complex business solutions to clients in the government, information technology, pharmaceutical and financial services industries, Director of Business Development for the Federal Consulting Practice and Director of Marketing for the \$8B annual revenue Federal Government business unit.

Based in metropolitan Washington, DC, Noelle has bachelor's degrees in economics and French (St. Louis University) and holds an MBA from the Darden Graduate School of Business at the University of Virginia.

## EILEEN DRAGE O'REILLY

Eileen Drage O'Reilly is the managing editor of standards and training at Axios. She promotes journalism best practices while fostering Axios' dynamic and unique style. She runs the editorial onboarding, regular training programs and monthly standards discussions to promote engagement and foster conversations on how Axios can evolve and improve. She manages the copy editor and standards teams and edits investigative works. She also writes on public health, medicine and biotech advances.

O'Reilly is the current vice president of the National Press Club, where she's been an officer on the board since 2019, a judge for various scholarships and awards for many years and the board liaison for various teams including those on membership and press freedom. She is also a board member for the National Press Club Journalism Institute.

Prior to Axios, Eileen worked for more than 20 years in the U.S., Asia and Europe as a reporter or editor for wire services, e-newsletters, magazines, newspapers and websites. She has covered Congress and regulatory changes, international affairs and geopolitics, health care and science, and finance and tax. She earned her B.A. in journalism from Marquette University, and her M.A. in Asia-Pacific studies from the University of Leeds.

## ANTHONY PALOMBA

Anthony Palomba teaches courses on media and entertainment businesses and storytelling with data across both MBA and MSBA formats. His research focuses on two main areas: understanding the motivations behind audience consumption of entertainment and enhancing audience measurement techniques to better predict consumption patterns. Additionally, he explores the impact of technological innovations on the competitive dynamics within the entertainment and media industries. Methodologically, Palomba utilizes machine learning, artificial intelligence and econometrics to gain deeper insights into consumer and firm behaviors.

His work has been published in leading academic journals, including the Journal of Retailing and Consumer Services, International Journal on Media Management, Journal of Media Business Studies, Computers in Human Behavior, Entertainment Computing and Games & Culture. He also serves as an advisor to GBK Collective. Palomba holds an M.A. in television-radio-film from the S.I. Newhouse School at Syracuse University and a Ph.D. in mass communication (media management track) from the University of Florida.

## EARNEST PETTWAY

Earnest Pettway is a Consortium Fellow at the Darden School of Business Full-Time MBA program with a concentration in strategy. Prior to matriculating at Darden, he was a senior associate in the Financial Accounting Advisory Services at Ernst & Young LLP, primarily working in the financial services industry. His passion to constantly refine his skillset and desire to help the team be successful stems from his time as a Division I athlete and four-year starter while at Villanova University, where he received a B.A. in finance and an M.S. in accounting.

In 2023, Earnest interned at Bain and Company in their Los Angeles office working on a management restructuring engagement for a larger aerospace and defense company. He was able to identify areas of redundancies and inefficiencies within their organization structure and provided the client with insights for approaching their organizational re-design process.

Earnest has provided financial accounting and reporting support in connection with an accounting change project. He has assisted with developing process flows and RCMs, controls gap assessment, controls implementation and additional data testing for quarterly reporting.

He is a licensed C.P.A. in the State of California who enjoys spending his weekends at the gym, playing beach volleyball and trying new restaurants (especially with French Wine). He enjoys traveling to new places where he doesn't know anyone and the challenge of seeing how quickly he can immerse himself in a foreign culture and atmosphere, as well as the lessons he will learn along the way.

## ARABELLA POLLACK

Pollack's expertise lies in strengthening links between academia and the corporate world. Since 2019, she has been a distinguished lecturer at Hunter College (City University of New York), as well as the inaugural director of Hunter's undergraduate Certificate in Business Studies program. This program complements Hunter's strength in liberal arts by providing students with a foundation in business, including a mandatory internship and business communications training. Pollack teaches courses on topics including entrepreneurship and marketing, and for the last five years has taught communications to officers from Air University.

Prior to joining Hunter, Pollack was academic director (and faculty) for Columbia University's Master of Science in strategic communication, where she led a successful update and overhaul of the full curriculum, including the addition of a mandatory strategic communication capstone project for a real-world organization. She taught a number of courses at Columbia, including "Consumer Insights" and "Strategic Communications Management."



Pollack transitioned to higher education after a successful career with organizations including Diageo, PepsiCo and The Boston Consulting Group. She holds an MBA from Darden, in addition to master's and bachelor's degrees from Cambridge University. She is currently a Ph.D. candidate at the Rotterdam School of Management at Erasmus University in the Netherlands, where her research focuses on the effects of perspective-taking and roleplay on innovation selection.

## ELIZABETH (LILI) POWELL

Lili Powell joined the Darden School faculty in 1994, where she teaches MBA, EMBA and Executive Education classes in leadership, management and corporate communication.

Powell has designed and taught courses ranging from the required First Year MBA course in management communication, the elective "Communicating through Leadership Presence," and the executive short course Leading Mindfully.

Recently, Powell accepted an invitation to join the Arthur W. Page Society, whose mission includes advancing the highest professional standards in enterprise leadership and advancing the way corporate communications is understood, practiced and taught. In 2017, in recognition for her work in leadership presence and mindful leadership, she was awarded a joint appointment as the Kluge Endowed Chair at the University of Virginia's School of Nursing, where she teaches a leadership course for nurses and physicians.

Powell has authored numerous business case studies and technical notes. She has presented her work at the Conference on Corporate Communication, the Association for Business Communication, the Management Communication Association, the National Communication Association and the Reputation Institute's Conference on Reputation, Image, Identity and Competitiveness. She is co-author of "Women in Business: The Changing Face of Leadership" (Greenwood, 2007).

As a consultant, facilitator, instructor and coach, Powell has assisted in industries ranging from banking to biotech. She has worked with numerous national and international businesses, organizations and universities, including: American Medical Association, Annenberg Foundation, Council for Public Relations Firms, Hilton Worldwide, IAE Business School (Argentina), IBMEC Sao Paul (Brazil), KPMG, Lagos (Nigeria) Public Schools, National Industries for the Blind, Providian Corporation, Stockholm School of Economics (Sweden), United Technologies, University of Virginia, US Federal Bureau of Investigation (FBI) and the World Bank.

Powell's diplomas from the University of Virginia include undergraduate degrees in psychology and communication studies and a master's degree in rhetoric and communication studies. She earned a Ph.D. in communication studies with a focus on leadership, rhetoric, reputation and performance from Northwestern University.

## J T. RAMSAY

After more than a decade as a music critic, J T. Ramsay entered the world of corporate communications, where he's been a B2C, B2B and B2G digital and social communications and marketing leader for several Fortune 50 companies, including Comcast, Ford and Lockheed Martin. In those roles he has overseen the full communications portfolio from corporate news and product reveals to influencer engagement, event planning and crisis management.

As a music critic, he has written for a variety of publications, including Pitchfork, Pop Matters and countless now defunct outlets. While leading music editorial at Comcast.net, he worked with artists including Taylor Swift, Mariah Carey, U2 and Green Day, as well as indie and metal acts like the Thermals and Mastodon. He has recently started contributing to Dusted Magazine, where he covers an assortment of avant garde pop and free jazz. Do not ask him if he likes your favorite artist.

J T. has earned degrees in English language and literature and political science from Saint Joseph's University and the New School for Social Research, respectively.

## JONATHAN (ROCKY) F. RIEF

Jonathan ("Rocky") Rief works as a Group Director of International Government Relations for The Coca-Cola Company and is responsible for global public policy political and economic insights, as well as providing support to company initiatives regarding tax, public health and other public policy issues. He also provides leadership in the areas of public policy polling and competitive intelligence. Before joining public affairs, Rocky directed the company's public affairs and communications group in the South Pacific. Other roles within the company have included assignments as director operations research & strategy for public affairs, member of the internal company think tank and a variety of roles within the company's North American Business Unit.

Prior to joining The Coca-Cola Company, Rief worked for a dozen years in the United States Congress, including more than a decade with Senator Sam Nunn, with the last half dozen years as Senator Nunn's legislative director. As legislative director, he helped draft legislation on a variety of issues, ranging from reform of the entire US Tax Code to the 1996 Atlanta Olympics to nuclear threat reduction. Rief is a graduate of Stanford University, where he studied under Condoleezza Rice.

## STEPHEN REIFF

Stephen is the co-founder and managing partner of Arvo Advisory, a boutique agency and management consulting firm that helps great leaders craft and communicate their strategy to inspire confidence, achieve change and create valuable companies. The firm uniquely combines executive communication leaders and business strategists – bringing together both poets and quants – to drive value for clients.

Prior to starting Arvo Advisory with Steve Soltis, Stephen began his career in corporate strategy and management consulting before developing a passion integrating strategy and storytelling while serving as the Head of Corporate Strategy and Corporate Communications for a global financial services company.

Stephen resides in Dallas, TX, with his wife and daughter where they are active in their local church, volunteer with several non-profits, enjoy competitive games of Wingspan and spend too much time discussing the TV show Survivor.

Stephen holds an MBA from the Darden School of Business at the University of Virginia, and a BBA in Finance at Southern Methodist University.

## KRISTIN ROMANIAS

Kristin Romanias is a Senior Program Manager in LinkedIn's Global Business Organization. Bringing more than twelve years of experience in professional services and strategic operations for a wide portfolio of clients, Kristin has a passion for leading cross-functional teams through complex business and technical transformations. Prior to joining LinkedIn, she was a Vice President of Professional Services for a private equity-owned technology company and spent more than eight years at two large consulting firms supporting M&A advisory, large-scale technology implementations, and strategic human capital transformations.

A native of the Washington, D.C. area, Kristin lives in New York City and enjoys cheering on her alma mater and the future national champions, the University of Tennessee Volunteers. Ms. Romanias holds an MBA from the University of Virginia's Darden School of Business, and a Bachelor of Arts in Communication Studies from the University of Tennessee.

## CLAYTON ROSE

Accomplished business development media professional with a history of successful go-to-market strategies and execution in digital and cross-platform media. Clayton's professional passion is driving incremental revenue through innovative, creative, industry-first solutions. He has worked with a vast array of technologies including live-streaming, digital advertising, technology stack optimization, data mining, content distribution and yield management.

Over the course of his career, he has led and executed dozens of strategic business development partnerships involving publishers, brands, ad tech providers, video platforms, digital agencies and programmatic sources. Most recently Clayton have developed several FAST OTT solutions for 24x7 content channels involving both technology and content distribution solutions. Long-term engagements have included, among others, NBC Olympics, Hearst, Vimeo, CBS and Livestream.

## EDWARD (TED) J. RYAN

Ted was named the Archives and Heritage Brand Manager for the Ford Motor Company in May 2018. In this role he is responsible for the physical and digital archives of the Company and will be responsible for positioning Ford's unique heritage in modern, engaging ways to competitively differentiate and build brand value as an innovative, visionary leader in auto and mobility. Ted will also act as a spokesperson for Ford's history with media and other key internal/external stakeholders.

Prior to his role at Ford, Ted was the Archives Director for The Coca-Cola Company for 21 years where he oversaw an extensive collection of artifacts that showcased the rich history of The Coca-Cola Company. He served as the Project Manager for the program to restore, digitize and catalog over 25,000 historical ads created by The Coca-Cola Company for donation to the US Library of Congress. He was an integral member of the design team in developing the historical components of the World of Coca-Cola which attracts more than 1.5 million visitors a year. Ted wrote a book celebrating 100 years of Coca-Cola in Latin America. He additionally served as Company spokesperson for programs on CNN, Food Network and Antiques Roadshow among others.

Prior to joining The Coca-Cola Company, Ted held several important roles at the Atlanta History Center over the course of ten years. His duties included curating the Atlanta Braves Museum at Turner Field, the Bobby Jones Golf Collection and creating the History Center's first website. While at the History Center, Ted won an Emmy as Associate Producer and Researcher for a documentary on minor league baseball in the South.

Ted, who earned a bachelor's degree in history from Emory University in Atlanta, is an acknowledged thought leader in the archival community. He is a member of the Society of American Archivists, for whom he is a past Chair of the Business Archives Section and was recently named to the board of the Business Archives Bureau for the International Council on Archives. In 2022, Ted received the highest honor awarded by the Society of American Archivist when he was elected a Distinguished Fellow of that organization.

## MICHAEL (MIKE) SAEWITZ

Mike Saewitz is a senior manager at Deloitte Digital, where he leads advertising, marketing and communications projects for government clients. He has over 20 years of experience in media, communications and consulting, with a focus on growth strategy, digital innovation and content creation.

Before joining Deloitte Digital in 2018, Mike held business development and partnership roles at Vox Media, National Journal, and the digital consultancy of The Atlantic. He was a journalist at The Virginian-Pilot and the Sarasota Herald-Tribune and has had articles published in Vox and the Chicago Reader. He lives in McLean, Va., and graduated from the Medill School of Journalism at Northwestern University. He is a 2012 Darden MBA.

## JOHN P. SANTORO

John Santoro is an independent communications counselor and creative writer focusing on impactful, memorable, high-value leadership communications. He is best known for his work with Pfizer, the global biopharma company, where he was VP of Stakeholder Communications. He retired from Pfizer in 2018.

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Since 2013, John has been an adjunct professor of communications at NYU. He is also an officer with The Compassionate Friends Foundation, which funds the nation's largest peer-help organization serving families after the death of a child. John's pro bono clients include The Alzheimer's Drug Discovery Foundation, managed by the Lauder Family, and The Dialogue Project, now centered at Duke University.

John has a BA in political science from Dickinson College (Pa.) and a master's in communication from Seton Hall University.

## GREGG SCHMIDT

Schmidt is the chief communications officer for Corteva Agriscience, where he is responsible for leading the global communications strategy for Corteva in alignment with overall business objectives. In partnership with the business, Schmidt leads the communications organization which provides advice and direction, driving confidence and engagement among all stakeholders by assuring the coordination and integration of communications across the enterprise.

Previously, Schmidt led external communications at Corteva, where he led a team that promotes and protects the vision and business objectives of Corteva with media, investors, the public and other important external stakeholders. He and his team also work to communicate effectively at sites around the world and manage engagements with senior leadership, employees, media and local stakeholders in the communities in which Corteva operates. His global responsibilities included M&A and transaction communications, issues and crisis communications, and science & technology communications.

He led special projects, issues and crisis communications and M&A communications as a member of the DuPont Corporate Communications Global Leadership Team. He also led public affairs for three former businesses of the company.

Prior to his time at DuPont, he spent almost 11 years working in Washington, D.C. He was the director of media relations at the Consortium for Ocean Leadership, and worked for I.M. Systems Group as a communications & media relations officer on a government contract to an inter-agency office.

Schmidt received his Bachelor of Arts in public relations from York College of Pennsylvania. He is a member of the Arthur W. Page Society and the Public Affairs Council.



## KHARY SCOTT

Khary Scott joined Fundbox as head of partnerships. Scott is responsible for the holistic partnerships strategy and business development approach at Fundbox, which specializes in providing short term credit to thousands of small businesses across the country in support of an overall mission to help unlock growth.

Prior to joining Fundbox, Scott was vice president of strategy for Capital One's Small Business Card. In this role, he led strategy development for the small business credit card segment including all chief of staff, communications, business development and strategic client management operations. During his 15 years at Capital One, Scott was also responsible for developing co-branded partnerships with selected merchants in the travel, entertainment and digital markets.

Prior to joining Capital One, he was the director of marketing for Schneider Electric. At Schneider, he led marketing for their wholesale distribution, global product development and original equipment manufacturing teams. Scott specialized in business development, product management and sales promotion in Europe, Asia and North America.

Scott graduated from the Darden School of Business at the University of Virginia in May 2001. Prior to Darden, he graduated from the University of Texas – Austin in 1995 with a BBA in finance.

He currently lives in Midlothian, Virginia with his wife, Danielle D. Scott, Ph.D., who is partner at the Scott Evaluation and Learning Center, and 14-year-old twins, Elle and Jackson.

## JULIE SEITZ

Seitz is a global senior business executive with a diverse business background spanning sales, marketing, operations, supply chain and real estate at IBM, The Coca-Cola Company, Delta Air Lines and Gensler. She has unique ability to reimagine what could be by taking a strategic approach to complex issues that results in solutions that are more impactful than was originally envisioned.

Seitz joined the professional services global design firm, Gensler, in 2021 and is a principal and managing director, co-leading the client relationship strategy for the East Coast and leading a new firm-wide digital business.

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Bringing experience across multiple industries, Seitz was brought into Delta Air Lines in an executive role to bring the power of transformation and innovation to future airport design, the world headquarters and field offices. Using a human-centered design approach to rethink the passenger travel ribbon “from home to seat,” her approach resulted in new solutions that improved operations and elevated the brand as measured by Net Promoter Score, which increased by 15.4 points during COVID-19 to 62.4 versus prior year.

Prior to Delta, Seitz built, led and scaled the Global Workplace function at Coca-Cola to more than 100 countries, and was responsible for strategy through day-to-day operations of their global real estate office and R&D portfolio. Leading a 132-year-old company into the future of work was a challenge Seitz signed up for, starting with a major initiative she led to reimagine and transform Coca-Cola’s world headquarter campus, which has been described as “industry-changing.”

Because Seitz has a passion for developing young people, she has been an active member of the Executive Council for Student Affairs at Clemson University and is prior board chair of Youth Villages. She is a graduate of the 2013 class of Leadership Atlanta and a prior board member of the Atlanta Beltline Partnership. She is a graduate of Clemson University in mathematical sciences and marketing, an avid football fan, sports car enthusiast and loves to travel.

## STEVE SOLTIS

Steve Soltis came to Darden in 2017 as a co-founder of the Darden Leadership Communication Council with Professor June West. He teaches a range of communication courses across the residential MBA, executive MBA, part-time MBA, and executive education areas. In 2022, he was nominated for the Darden Outstanding Faculty Award.

Soltis is co-founder of Arvo Advisory, a strategic communication firm that provides a range of executive and organizational communication services, including narrative and strategy development, speech and editorial writing, speech coaching, executive visibility programming and internal and external communication planning and execution.

Under Soltis’ leadership, Arvo has worked with some of the world’s most iconic brands and institutions, including Turner, McDonald’s, Inspire Brands, Corteva Agriscience, YUM! Brands, MUFG Bank, Coca-Cola, Kimberly Clark, Regions Bank, Glaxo Smith Kline, The U.S. Army Judge Advocate General’s Corps, UPS and Hilton.

From 2006 to 2017, Soltis led CEO and executive communication at The Coca-Cola Company where he also gained additional responsibilities for leading employee communication. In those roles, he served as the lead executive communication strategist for Chairman and CEO Muhtar Kent, and was responsible for his external speeches, town halls, videos, press briefings, correspondence and external and internal appearances. In addition, Soltis was responsible for orchestrating the company's C-suite executive visibility efforts and for formulating its employee communication strategies and execution.

Prior to joining Coca-Cola in 2006, Soltis led executive communication efforts for 10 years at UPS, the world's largest transportation company. In that role, he was instrumental in developing the company's executive visibility programming and supporting three successive CEOs. During that time, Soltis was also responsible for helping develop that company's B2B customer thought leadership initiative, Longitudes.

Soltis' corporate career began in 1994 as an executive speechwriter for MCI in Atlanta. In addition, he was part of the founding editorial team at Washington Flyer Magazine, a joint venture with the Metropolitan Washington DC Airports Authority. Soltis was also part of the founding editorial team at the Austin Chronicle in the early 1980s, and later worked for The Global Network which published newsletters and reports for futurist and author John Naisbitt in Washington, D.C. He began his career in journalism working for the Plano (Texas) Daily Star Courier.

Soltis graduated from North Texas State University in 1986 and received a Master's Degree from Mary Washington College in 1992. He is the author of two guidebooks, published by the Richmond (Va.) Times Dispatch and The Boston Globe Company, respectively. In 2010, Soltis received PR News Corporate Speechwriter of the Year Award, and is the recipient of several public relations, marketing and executive communication honors, including a PRSA Silver Anvil Award for B2B Marketing. Soltis is also the founder of Mississippi State University New Narrative Conference and Festival and the Legends of Grayson Old Time Music Celebration in Virginia's Blue Ridge Mountains.

Soltis and his wife Stacy split time between metro Atlanta, Charlottesville, and rural Grayson County, Virginia.

## LT. COLONEL JUSTIN B. SPRING

Lieutenant Colonel Justin Spring is the Director, Emerging Capabilities Division, in the Office of the Assistant Secretary of the Air Force for Space Acquisition and Integration.

Justin's passion is leading teams that turn technology into operational capabilities to keep the United States and its allies safe. His entire career has been spent deliberately developing the operational, technical and leadership skills necessary to succeed in that pursuit. Operationally, Justin has been deployed to Iraq and Afghanistan. Technically, Justin has proven himself as a researcher with multiple scientific articles covering a range of technologies. Lastly, he has helped lead teams responsible for the design and launch of multiple major and 'first-of-a-kind' classified space systems that are successfully operating on-orbit today.

Justin served as Speechwriter to the first Chief of Space Operations (CSO) during the historic period when the CSO was leading the first new US military service in 72 years. In this role, he developed remarks for over 160 speaking engagements, including media interviews, congressional statements and speeches at international conferences. He was selected as the Secretary of Defense Executive Fellow at Morgan Stanley. This Fellowship program provides military officers an immersive year-long experience with a leading private corporation where they learn best practices and bring them back to the Department of Defense to drive positive change.

Justin holds a Doctorate of Philosophy in Physics from the University of Oxford, a Master of Science in Applied Physics from the Air Force Institute of Technology and a Bachelor of Arts in both Astrophysics and Foreign Affairs from the University of Virginia. He and his wife Christina are proud parents of three young children.

## KEN B. STERNAD

Ken Sternad served as vice president of UPS Worldwide Public Relations and Media Affairs and president of The UPS Foundation prior to retiring from the company in 2012 after 35 years of service. Since retiring, Sternad has served as a principal with the Barton Russell Group.

As vice president of Worldwide Public Relations and Media Affairs for UPS, Sternad directed all media relations, reputation management, executive communications, financial communications, brand awareness and crisis communications activities for the company globally. Sternad also served as president of The UPS Foundation, responsible for the company's global philanthropic initiatives, which totaled \$100 million annually supporting urgent humanitarian relief, safety, environmental sustainability, volunteerism and diversity. He also oversaw the company's volunteer programs which annually generated more than 2 million hours of volunteer service by employees.

Sternad currently serves on the Board of Trustees for Ohio Wesleyan University, the Board of Trustees of the Points of Light Foundation, and the Board of Trustees of MARR, Inc. He previously served on the Board of Trustees of the U.S. Chamber of Commerce's Business Civic Leadership Center, and as Vice Chair of the Foundation for American Communications. He was a long-time member of the Arthur Page Society, where he served on the organization's Board of Trustees

Sternad resides with his wife Judy on Longboat Key, Florida. They have three children.

## MARCI STEWART

Marci Stewart is currently at Credit Karma on the Credit Card Partnerships and Business Development Team. She was previously at Capital One in Small Business Card on the benefits strategy team.

Stewart graduated from the Darden School of Business in 2016. At Darden, she was the Chief Operating Officer of Darden Capital Management and the chair of the Darden at Virginia Investing Challenge (DVIC). After Darden, she worked at Vanguard in the MBA Development Program on strategic initiatives in high net worth and brokerage.

Before Darden, Stewart worked at American Continental Group, a bi-partisan lobbying firm, where her policy issues included financial services, currency reform, acute long-term care and intellectual property.

Previously, she worked at Abercrombie & Fitch's corporate office in product development. Stewart graduated from the University of Virginia in 2008 with an economics major and French minor. She attended Thomas Jefferson High School for Science & Technology.

## RUMANA SULTANA

Rumana Sultana is a digital marketing veteran with more than 15 years of experience working in the luxury goods and social impact spaces. She has built and worked on successful marketing campaigns for Estee Lauder, Shiseido and LVMH. In addition, she was instrumental in former First Lady Michelle Obama's Let's Move! Initiative. She completed her MBA from Kennesaw State University in 2018.

More recently, Sultana transitioned from working with large corporations to consulting startups on how to market and scale their businesses. Several of these startups have secured funding or gone public, and she has guided them through their transitions.

Sultana now operates under her own marketing consultancy, Sultana Solutions LLC, which focuses on building customer centric strategy, experiential marketing and coaching. She is currently working on projects with the Aspen Institute, Twitter and a few newer-to-market beauty brands.

## EDWARD (ED) SWINDLER

Edward Swindler is a 48-year media executive, including 32 years at NBC Universal, where he was Chief Operating Officer of the nation's largest national TV advertising group and later President of Strategy and Operations for NBC Broadcasting. He retired as President of Domestic TV Distribution, running NBCU's Syndication division where he oversaw shows such as Steve Harvey and Access Hollywood, and greenlit NBCU's 1st profitable AVOD service. Ed started his career as a journalist and news director for 6 years at an award-winning 60 station Virginia state news radio start-up (The Virginia Network) before attending The University of Virginia's Darden School of Business.

Ed is also an expert in Sports Rights and led the analytics for \$27 billion of major sports rights for NBCU, including NFL, NBA, MLB, and 9 Olympics. Ed also sat on the Boards of The Weather Company (which ran The Weather Channel and Weather.com) and the addressable advertising company Invidi. Since leaving NBCU in 2017 he has consulted with senior leaders at Fox Corporation, CNN, Fox News (recruiting), Dick Clark Productions, data companies, and start-ups. He is also an angel investor and advisor to a research start-up.

Ed holds a BA, MA, and a Darden MBA from the University of Virginia. For three years, he was a Visiting Scholar, teaching "The Business of Media," at UVA's McIntire School of Commerce. For several years, Ed also led J-Term UVA Media Studies Students in New York City to speak to the Presidents and correspondents of NBC News, Fox News, and CNN in a single day.



Ed is a Board Member of WUVA News, a fully endowed student owned and operated video news website which offers hands-on training and real-world management and production experience to students called to video journalism, storytelling, video production, and media management. WUVA News is run as a non-profit, editorially and operational independent of the University of Virginia, but is a certified UVA Contracted Independent Student Organization. Students manage with oversight from a student-alumni board of directors and an on-site Board Advisor. It offers a summer paid intern program which has trained 37 students over the last seven years. WUVA grads have won full-time jobs at NBC, ABC, CBS, CNN, NPR, Bloomberg, Amazon, NFL Films, ESPN, the Economist, local TV Stations, and many other media-adjacent jobs in advertising, marketing, and production.

At Fox, where Ed has consulted continuously since 2018, he also frequently presents to employees and interns on TV, Streaming, and Advertising trends, as well as technology disruption of the business model in content production, content distribution, and monetization.

## EDWARD (ED) SYKES

Ed began his career as a reporter, producer and anchor at Charlottesville-based NBC29, where he covered government and politics at the local, state and federal levels. Eager to help guide the transformation of journalism and media, Ed enrolled as a Batten Media Fellow as a member of the class of 2017, and served as a member of the Media, Entertainment, and Sports Club leadership team. Today, Ed is a senior consultant at Prophet, a growth strategy consultancy, where he helps companies across industries, including media and telecommunications, develop customer-centered, market-back strategies that drive sustainable growth. Ed lives in Richmond with his wife, Elizabeth, and two sons, Teddy and John.

## PAUL THIEL

Paul is partner and managing director for Pathstone Family Office, now launching the San Diego and Orange County office for the \$100 billion firm. He is also co-founder and lead director of WEALTHAWK Inc., a fintech start-up, chairman of the Finance Committee for the La Jolla Institute of Immunology and a trustee of the San Diego Humane Society. He previously was president of Northern Trust San Diego, and has served on the boards of Second Chance Beer Co. and Dallmann Confections Inc.

Paul spent the first 20 years of his career in various roles with big media companies: writing for Georgia Trend, Florida Trend, The Washington Post, the New York Times and others; leading the consumer sales and marketing for the Detroit News & Free Press and the Orange County Register; and being the founding CEO for Freedom Interactive Media Inc. Paul started and ran 951 magazines from 2003-2008 before moving into finance. Journalism remains his passion, and he is always looking to contribute to journalistic endeavors.

## FREDERICK (FRED) G. THOMPSON

Fred Thompson is a marketing communications executive who has held senior positions with several major international advertising and public relations consultancies, including Young & Rubicon, Manning, Selvage & Lee and Burson-Marsteller. While engaged by these firms, he provided brand management and strategic marketing guidance to such leading corporations as IBM, Citibank, Visa, Exxon-Mobil, Bristol-Myers, Novartis, Four Seasons Hotels, Whirlpool, Merrill-Lynch and Procter & Gamble.

In addition to providing marketing support to for-profit organizations, Thompson has specialized in helping nonprofits communicate their missions and build their fundraising capabilities. Clients in this sector have included the Olympic Organizing committees of Los Angeles, Seoul and Barcelona, Outward Bound USA, The National Holocaust Museum and the George Marshall Foundation.

After selling his own company in 2001, Thompson joined the Jane Goodall Institute as CEO, where he spent five years working with Dr. Goodall, DBE to expand the organization's presence with the World Bank, The United Nations, The European Union and The U.S. Department of State.

Currently, Thompson serves as a mentor to start-up businesses in the consumer product and lifestyle, healthcare and technology sectors, helping these entities refine their marketing narratives and attract investment capital.

Thompson has received professional recognition and awards from The Public Relations Society of America, The Advertising Club of New York, The One Club of New York and The International Association of Business Communicators.

## MATTHEW VANN

Matthew Vann is an Emmy nominated, award-winning senior producer for ABC News based in Washington, D.C., where he oversees news coverage for the network's flagship television broadcast "Good Morning America."

Vann has held a variety of roles at ABC News, NBC News and CBS News. Most recently at ABC, he was a White House producer and led the network's transportation unit and coverage of election security in 2020. He is passionate about developing sustainable business models to secure the future of media through high-impact content that opens the door to strategic partnerships, audience growth and new revenue opportunities.

Vann holds an MBA from the University of Virginia Darden School of Business, an M.S. in journalism from the Columbia Journalism School, and a B.S. in broadcast journalism and political science from the City University of New York at Brooklyn College.

## DANIEL WEIDMAN

Daniel Weidman is a communications executive with 30 years of corporate and global public relations agency experience. He has a broad background in strategy and execution supporting large-scale transformation and efficiency initiatives, M&A, litigation, regulatory, government investigations, executive and internal communications, employee engagement and media strategy & execution. He is currently Managing Director and Chief Communications Officer at MUFG Bank, Ltd. (U.S.), a role he's held since spring 2023. He supports a range of C-level leaders including the Chairman and CEO. He joined the firm's predecessor institution, Union Bank, in 2008 as head of external communications.

## BENJAMIN WEST

Benjamin West is senior managing partner of Paris-based consultancy, Wessex Group. He currently collaborates with the FIA World Endurance Championship to develop client race entertainment and consumer engagement initiatives for their eight international races, including the famed 24 Hour Le Mans held in France. West also builds relationships within the private sector to create ESG initiatives and funding for non-profit and NGO programs across the globe.

Previously, West was head of international brand influence, public relations and media for LVMH owned champagne company, Veuve Clicquot, as well as global marketing & communication director for France's leading hospitality Gen-Y company, Experimental Group. His professional experience includes leading marketing and communication teams for Dom Pérignon (LVMH), Boucheron (Kering), Fabergé Jewelry and Diptyque. West's educational experience includes North Carolina State University, Instituto Lorenzo de Medici and Université Lyon II. He also lectures at Institute Française de la Mode (IFM). West is married and has been based in Paris for the past 20 years.

## JUNE WEST

June West joined the faculty at the University of Virginia's Darden School of Business in 1997 where she is now the Marjorie R. Sands Associate Professor of Business Administration. Dr. West specializes in organizational communication, leadership, strategy and change management. She teaches in Darden's MBA, Executive MBA, Executive Education programs, iLab Innovation Incubator and the Center for Global Initiatives, where she teaches a global course that takes place in Bahrain, Dubai and Abu Dhabi. She is the co-chair of the Darden Leadership Communication Council, a group of executive and organizational communicators from the business, government, civil society, media and academic sectors. She serves on UVA's Faculty Senate and is UVA's faculty liaison to the FBI National Academy in Quantico, Virginia. Dr. West leads a Darden faculty team that teaches in the summer orientation program for the Secretary of Defense Executive Fellows Program. This program places active-duty military officers in corporations for a nine-month fellowship. She is the faculty leader for the Gulf Development Program, a partnership with the Bahrain Institute for Banking and Finance that brings senior executives from the Gulf region to Darden for a two-week leadership program.

At Darden, she enjoys the entrepreneurial culture and opportunities to collaborate with colleagues throughout UVA on curriculum design for worldwide initiatives. Dr. West was instrumental in the inception of the Partnership for Leaders in Education (PLE), a program with UVA's School of Education and Human Development, and served as its academic director. The success of the PLE led to Dr. West working with several universities to develop their own school turnaround programs. Today, her focus is with state superintendents of education and their senior cabinet administrators. She is the Darden faculty lead for the joint MBA/M.Ed. program. She has also served as the co-director of Leadership Partners in Healthcare Management, a joint program with UVA's Schools of Nursing and Medicine.

Her work in education includes teaching at both the college and pre-collegiate levels. Dr. West was a member of the Study of Schooling, one of the first comprehensive research studies of pre-collegiate education. She designed and directed the Center for Business Communication at Lehigh University, where she also was a faculty member. As an assistant professor of communication at Seton Hall University, she served on the design teams for the university's virtual university and its executive graduate degree program in corporate communication. With her late husband Dr. Fred West, she founded the Hobbs School, a Washington, D.C., based pre-school for children with autism.

Prior to her academic career, she was the senior editor at both the Martha Holden Jennings Foundation in Cleveland, Ohio, and the Center for Business and Economic Research at the University of Tennessee. Dr. West is a first-generation college graduate and holds degrees in education from the University of Tennessee, Kent State University and Lehigh University. A native of Cleveland, Ohio, she lives in Charlottesville, Virginia, and has two sons.

## KEITH ANDREW WHITE

Digital Media and SAAS Executive with record of growing and scaling businesses through the development and implementation of comprehensive go to market strategies, acquisitions and product development. Experience with both SMB and Enterprise offerings, across consumer, media, government, non-profit and legal markets. Experience leading all organizational functions including sales, marketing, success, strategic partnerships, growth, product and M & A. Passions include working in mission driven environments with the opportunity to learn and contribute to organizational and individual development. Experiences include FedNet TV, Network for Good, CQ Roll Call, LexisNexis, Washington Post and AOL

## KIMBERLY A. WHITLER

Kimberly A. Whitler (PhD) is the Frank M. Sands Sr. Associate Professor of Business at the University of Virginia's Darden School of Business. Whitler's research focuses on helping boards, CEOs, and CMOs better understand and leverage marketing for firm advantage. Her research won the 2023 Journal of Marketing's Sheth Foundation Award, the 2020 Journal of the Academy of Marketing Science Sheth Foundation Award, was a finalist for the Journal of Marketing's 2018 MSI/Paul H. Root Award and won the 2017 Robert D. Buzzell Best Paper for research that had the most significant impact on marketing practice and thought.

Prior to becoming a professor, Whitler worked for nearly 20 years in marketing strategy, General Management, and Chief Marketing Officer positions. She is the author of *Positioning for Advantage: Techniques and Strategies to Grow Brand Value*, and as a senior contributor for Forbes, has over 4.5 million views of her articles. Whitler has worked with a number of organizations, including the FBI, U.S. Department of Defense, The Coca-Cola Company, McDonald's, CEO-CMO Summit, PGAN Large Cap CEO Forum, Forbes' CMO Summit, E. & J. Gallo, Gartner, MSI Trustee Meeting, among others. She attended the USAFA, has a BA from Eureka College, an MBA from University of Arizona, and an MS and PhD from Indiana University.

## SHUAI YAO

Shuai Yao (Darden '23) joined Danaher's HR development program after earning her MBA from the University of Virginia Darden School of Business in May 2023. She is currently a Program Manager at Cytiva, a biotech company within Danaher, where she leads the global expansion of their HR shared service system. In this role, Shuai has played a pivotal part in the system's development, leveraging her expertise in project and program management.

Shuai's academic journey began with a major in Logistics Management, but her passion for fashion steered her into the fashion retail industry, where she spent seven years specializing in retail business and talent management. At Inditex, the world's largest fashion retailer, she served as a regional director, overseeing half of the Chinese market. Her success in leading diverse teams ignited her interest in talent development, which led to a subsequent role as a Human Resources Business Partner at Estée Lauder. There, she managed the company's largest market segment in China, overseeing nine brands and more than 1,000 employees.

In 2018, Shuai relocated from China to the United States, living in Hawaii and Northern Virginia before being admitted to the University of Virginia Darden School of Business. Outside of her professional life, Shuai is a social media content creator with 180,000 followers.







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