



University of Oregon Strategic Communication Leadership Network



UNIVERSITY OF
OREGON

School of Journalism
and Communication



Gail Baker leads corporate and executive messaging, stakeholder and employee communications, public relations, social media and brand strategy. With a mission-driven, collaborative approach, she drives strategic communications and engagement with key internal and external constituents. She has a track record of measurable results as she supports Cambia's vision of creating a consumer-centric health care system for all.

Before joining Cambia in 2012, Gail was director of Corporate Communication and Community Affairs at Portland General Electric where she led branding, advertising, community engagement, public relations, social and interactive media as well as customer, employee and financial communications. Prior to joining PGE in 1996, Gail held marketing and communications positions at Banc One Corporation, Stephens Advertising and the California Association for Health Services at Home.

Gail is an active member of the community and passionate about helping children, serving on various nonprofit boards and committees over the years such as CASA, The Leadership Roundtable and YWCA of Greater Portland. Gail has won the Cambia Values Award for Trust, as well as various Spotlight awards through the Public Relations Society of America. Gail earned bachelors and masters degrees in communications from the University of North Dakota.



As a key executive at WE Communications, Lindsey serves as the North America lead for the agency's global Intel client and is responsible for the development of talent, culture, new business and operations of WE's Portland office.

During nearly two decades in communications, Lindsey has helped global brands connect authentically with audiences through award-winning integrated campaigns and storytelling, spanning earned, social and digital, employee communications and executive communications. Her focus on finding new ways into the cultural conversation has delivered impact for clients including Intel, Microsoft, Volvo, McDonald's, LEGO and Rover. Lindsey served as a lead on WE's Microsoft account for 10+ years, across corporate global integration, consumer campaigns, retail, product teams and executive communications. Prior to WE, Lindsey worked at DeVries Global in New York, managing integrated campaigns for P&G brands including Crest, Scope and Glide. Lindsey earned a Bachelor of Arts degree in Communications from Loyola University Chicago. At home in NE Portland, Lindsey spends time with her husband and two children, trying new recipes and sinking into a good book whenever possible.



As head of corporate narrative communications at NIKE, Inc., Sara sets long-term vision for Nike's global communications team, defining opportunities and shaping strategy across the function and business. She guides the acceleration of Nike's future narrative through global insights, storyline development, message strategy, media and influencer relations, and multi-platform storytelling. Sara is passionate about helping youth succeed and the intersection of people and innovation. She has a proven track record of driving transformation through strategic communications. Previously, she held leadership roles across Nike's Jordan Brand, Innovation, Women's, and North America communications teams, overseeing high-profile product launches, key innovation storytelling, upstream strategy development, and global and local brand positioning. Before Nike, Sara managed global accounts at Waggener Edstrom (now WE Communications), leading worldwide campaigns for clients including Microsoft, HTC, MasterCard, and other consumer, technology, and healthcare brands. She also spent time early in her career as a communications director for Teach for America and has spent time living and working in London, New York City, Seattle, Sydney and Portland. A graduate of the University of Oregon School of Journalism and Communication, Sara currently lives with her husband, two children, and dog in Portland, Oregon. She loves mentoring youth, helping people develop in their careers and building teams and she aspires to make a difference by being the best leader, mother, and wife that she can be.

Kelley is an accomplished communications strategist with experience in companies and the public sector. Kelley currently serves as the director of corporate communications for the Port of Portland, leading marketing and communications for PDX airport (A.K.A: “America’s Best Airport”) and the Port’s marine terminals and industrial properties. Previously, Kelley spearheaded media relations for a variety of Bay Area companies including LifeLock, Levi Strauss & Co., and Yahoo Inc. She specializes in issues management and telling stories with clear and consistent messaging. Kelley is passionate about helping organizations connect their business goals with a greater good in the world. At Levi Strauss & Co., Kelley launched “A Care Tag for Our Planet”, a campaign to help educate and inspire consumers to change their laundry habits to help make a difference for the environment. Kelley began her career in Washington, DC as a press secretary for a number of congressmen including U.S. Senator John Kerry. She served as deputy communications director on John Kerry’s presidential campaign. Kelley lives in Portland, Oregon with her husband and two daughters (4 and 3). She is picky about a perfect cup of coffee first thing in the morning and loves to discover great food in near and far places.

**LOUIS CAPOZZI** *FORMER CHAIRMAN, MSL GROUP*

Capozzi has a broad background in public relations and corporate communications. After 40 years experience in both major public relations firms and with large multinational corporations, he now teaches in the Strategic Communication master’s program at the University of Oregon. He served as CEO of Manning, Selvage and Lee (MS&L), one of the world’s largest public relations firms, from 1999 until 2002, when it was acquired by Publicis; in 2003, it was named “Agency of the Year.” At Publicis, he led the MSL Group, which included nearly 30 firms around the world, until his retirement in 2008. Capozzi was awarded the PRSA Gold Anvil for lifetime achievement in 2017. He served for three years as president of the PRSA Foundation. In that role, he worked to drive diversity in the public relations profession. He is a member of the Arthur Page Society, a former chairman of the Council of Public Relations Firms and the International Communications Consultants Organization, as well as an accredited member of the Public Relations Society of America and a member of its College of Fellows.

**RYAN CUDNEY** *GENERAL MANAGER, EDELMAN PACIFIC NORTHWEST*

Ryan Cudney, who leads Edelman’s integrated team in the Pacific Northwest with offices in Seattle and Portland, is an 8-year veteran of the agency. Previously, as executive vice president within Edelman’s Corporate Advisory Services practice, Ryan counseled some of the firm’s largest clients on enterprise transformation, including recovery in the wake of a crisis, portfolio realignment and culture change. Ryan also served as global chief of staff to Edelman CEO Richard Edelman where he partnered with senior leaders of the firm to pursue strategic opportunities, recruit and retain top talent, and advance Edelman’s intellectual property and thought leadership.





Cory leads a group of communication and marketing professionals who provide counsel and service across The Omidyar Group portfolio of work. Founded by Pierre and Pam Omidyar, The Omidyar Group is a diverse collection of companies, organizations and initiatives working to catalyze social impact. Most recently, Cory served as vice president of communications at Intellectual Ventures where he led the invention company's global communication team. Prior to that, he served as managing director for the Seattle office of global public relations firm, Porter Novelli. As communications director for Washington Governor Chris Gregoire, Cory served on the governor's executive staff and advised the governor and cabinet on daily communications efforts including key policy initiatives and critical crisis responses. Cory has served in a variety of marketing, communications and spokesperson roles with Porter Novelli, Waggener Edstrom, Human Rights Campaign, the Seattle City Council and Lifelong AIDS Alliance. He has represented a diverse list of clients, including the Centers for Disease Control and Prevention, Microsoft Corp., Puget Sound Energy, Challenge Seattle, Safeco and many more and has helped guide those teams as they overcame complex, contentious and sensitive issues. Cory is originally from Jackson Hole, Wyoming and is a graduate of Lewis & Clark College in Portland, Oregon.



Courtney works with organizations, boards and leadership teams on their most critical issues, including strategy, executive communications, reputation and crisis management.

As Managing Partner of the Americas, she helps drive the firm's global strategy and advance key objectives throughout the region around growth, business planning, financial performance, people and talent development, and operational excellence. Prior to her current role, she was the firm's Chief Business Officer, responsible for the strategic development and management of Brunswick's sectors and offers globally.

Courtney joined Brunswick in 2019 from the law firm Wilson Sonsini, where she spent nearly 17 years, most recently as the firm's global Chief Operating Officer. In this role, she focused on key strategic, cultural, operational and growth initiatives. In addition to working with Wilson Sonsini's executive leadership team to develop and implement firm-wide internal and external priorities, she was responsible for aligning, building and managing all operational and people functions across the firm. She also acted as firm spokesperson, leading all internal, external and crisis communications. Courtney has also served as Director of Marketing for a technology-focused investment bank and as vice president for a large global communications firm.



Jennifer is a co-founder of Communiqué PR and co-author of "Strategic Public Relations: 10 Principles to Harness the Power of PR." Jennifer has more than 25 years of PR experience, developing and managing corporate and consumer campaigns for a wide variety of companies, from Fortune 500 giants to nimble startups. She is also a frequent speaker on the topics of social media and public relations. Prior to founding Communiqué PR, Jennifer was with Waggener Edstrom where she held positions such as account director and director of business development. Before joining Waggener Edstrom, she was director of marketing communications for Tegic Communications, and then with AOL after Tegic was acquired in December 1999.

Mary Ellen is the Director of Corporate Communications for Columbia Sportswear Company, a portfolio of brands that includes Columbia, Sorel, Mountain Hardwear and prAna.

Mary Ellen has more than two decades of communications experience, including as the Deputy Press Secretary at the White House; Assistant Spokesman at the U.S. Department of State; Communications Director for the U.S. Ambassador to the United Nations and Communications Director for Oregon Governor Ted Kulongoski. She has also run a state policy commission, and most recently, was the Executive Director of the Oregon Association of Relief Nurseries, a statewide non-profit that helps families at risk of abuse and neglect. She holds an M.A. in International Relations and Communications from Boston University and a B.A. in Economics from Northwestern University.

Mary Ellen lives in SE Portland with her husband and two children. She is active in the local public schools, coaches youth soccer and skis, hikes and runs whenever she is not watching her kids play sports.

**ERIN HART*****CHIEF INNOVATION OFFICER, SPITFIRE STRATEGIES***

Erin believes that communication is a powerful driver for social change. She's worked with foundations, nonprofits, government agencies and more to help them engage their audiences and develop programs that make a difference for people's health, the environment and social justice. At Spitfire Erin directs the firm's learning work and collaborates with clients including The California Wellness Foundation, Conservation Law Foundation, Gates Foundation and Heising-Simons Foundation.

Before coming to Spitfire, Erin served as Fenton's chief client officer and built the Gordon and Betty Moore Foundation's first strategic communications department. Erin has developed public education campaigns on a variety of issues. She created a California campaign on the need to grow and diversify the state's healthcare workforce, and the campaign included Health Jobs Start Here speaking directly to youth and young adults. Erin worked with the American Legacy Foundation – and its popular truth® campaign – and state and local health departments to develop tobacco-control campaigns that prevented youth from starting to smoke. Her government work includes serving as the state of Florida's environmental education director and developing environmental citizenship campaigns.

She has a bachelor's in journalism from the University of Florida, which recognized her as a 2016 Alumna of Distinction. She collaborates with the first-ever chair in public interest communications to grow and diversify the field through work including the program for frank. She and her Spitfire colleague Kristen Grimm co-teach strategies for policy impact at the University of New Hampshire's Carsey School of Public Policy.

**MELISSA HAVEL*****SENIOR DIRECTOR BRAND, MARKETING AND COMMUNICATIONS***

Melissa is a communications pro with moxie, constantly pushing herself to be at the leading edge of the craft of brand storytelling. Melissa previously worked at Portland General Electric as the Senior Director of Brand, Marketing and Communications. Before that, she was the Executive Vice President in the Technology Sector and General Manager at WE Communications. She has more than 25 years of communications strategy and storytelling experience that spans corporate, executive communications, crisis and issues management and product for companies in all phases of their life cycle - from start ups looking to secure their first round of funding to established companies working to transform and enter their next chapter. Before WE, Melissa spent four years at Fleishman-Hillard Inc. In this role she worked on a wide variety of business-to-business, financial, healthcare, consumer and nonprofit public relations programs. Her diverse client roster at Fleishman-Hillard included Bank of Montreal, Anheuser-Busch, Industrial Development Board for Northern Ireland, McDonald's Corp., Muscular Dystrophy Association, SBC/ Cellular One and St. Jude Children's Research Hospital. Melissa has a bachelor's degree in advertising with an emphasis in public relations from Michigan State University.





Orest Holubec is a results and mission-driven professional who is reinventing the communication and external affairs practice at Providence St. Joseph Health, a seven-state, \$22 billion, 50-hospital, 1,000 clinic integrated health and social services system with 106,000 employees.

Holubec is passionate about nurturing PSJH's culture, brand and reputation while working to advance the integration of an evolving collaborative system – all to ease the way of patients and consumers, especially the poor and vulnerable, seeking a compassionate and innovative health partner for life.

As senior vice president of communication and external affairs, Holubec is accountable for organizational communication, media relations, reputation management, stakeholder relations, creative services and brand strategy for the PSJH family of brands.

Previously, Holubec served as director of external communication for Mercy Health in Ohio. Prior to working in health care, Orest served as director of communication and press secretary to Ohio Governor Bob Taft, led communication strategy for statewide political campaigns, and held communication leadership roles for the Ohio Legislature and the Ohio Secretary of State's office. Orest holds a Bachelor of Arts in philosophy from John Carroll University.

Orest and his wife Natalie are raising their three sons in the great Pacific Northwest.

KELLY JANKOWSKI**MANAGING DIRECTOR, CORPORATE PRACTICE, MSL GROUP**

Kelly specializes helping organizations and their leaders build reputations. As managing director of MSL's corporate practice, she oversees a national team focused on telling stories that shift perception internally and externally. These teams create market-shaping campaigns, employee engagement programs, purpose consulting, newsroom management and executive positioning that drive business results and consumer choices.

Prior to joining MSL, Kelly led corporate communications practice at Edelman where she worked with Regeneron, Northwestern Mutual and Booking Holdings. She launched an integrated digital campaign for Regeneron featuring the scientists who drive the company. She specialized in companies with a story to tell about their contributions to the world and their financial results. Kelly also managed Edelman's work with PayPal in North America, including issues management, financial communications and a CEO-led web series.

Kelly earned a bachelor's degree from Duke and an MBA from the Yale School of Management. She is a member of the Milken Institute Young Leaders Circle, a participant in the Aspen Institute's Society of Fellows and she sits on the board of directors for CureSMA. She is in the process of moving to Seattle, Washington, with her husband and daughter.

SARAB KOCHHAR**SENIOR COMMUNICATIONS OFFICER - GLOBAL COMMUNICATIONS TEAM, GATES FOUNDATION**

Dr. Sarab Kochhar is a Senior Communications Officer and a key member of the Global Communications team within the Communications Division. She works with the Foundation Voice team to assess high-value opportunities to use the most senior level voices in the foundation and achieve programmatic and brand and reputation goals.

Before joining the foundation, she was Director, Communications at Kaiser Permanente. A Ph.D. in business strategy and communications, she specializes in strategic communications, crisis communications, corporate diplomacy, stakeholder engagement, public affairs, and measurement and evaluation. In her previous roles, Ms. Kochhar was Director at APCO Worldwide, advising the office of the founder & executive chairman. She served as a strategic counsel for clients to help conceptualize, drive, and accomplish their global communications strategies. She has led project teams in the areas of technology, aerospace and many other sectors in her work with Burson-Marsteller in Bangalore, India. She has also worked with the Government of India where she managed the tourism function, including sports, medical, health, and cultural tourism.

Cynara Lilly is the Executive Director of Advocacy and Communications, leading Ballmer Group's strategy to advance policies and amplify work that increases economic mobility for children and families. Cynara holds two decades of experience at the intersection of strategic communications and public policy. She has also led and advised on impactful national, state, and local political campaigns that secured lasting educational and environmental wins.

**TINA MCCORKINDALE****PHD, APR, PRESIDENT AND CEO FOR INSTITUTE OF PUBLIC RELATIONS**

Tina McCorkindale, Ph.D., APR, is the President and CEO of the Institute for Public Relations. Previously, she taught as a full-time professor and worked in corporate communication and analytics. She is a member of the Page Society, The Seminar, the Commission for Public Relations Education Steering Committee, the Diversity Action Alliance Steering Committee, the AMEC Academic Advisory Board, and the University of Florida School of Journalism and Communications Public Relations Advisory Board. She frequently publishes in academic journals and industry publications about the current and future state of the public relations and communication industry. McCorkindale is the recipient of the 2017 PRSA David Ferguson Award and the 2020 PRSA Puget Sound Professional of the Year award. She was inducted in the PR News Measurement Hall of Fame in 2018. In 2019, she was selected as one of 40 national leaders to participate in the 91st Joint Civilian Orientation Conference hosted by the Department of Defense. McCorkindale received her bachelor's degree in journalism from the University of Southern Mississippi, a master's degree in corporate communication from the University of South Alabama, and her Ph.D. in communication from the University of Miami. She lives in Seattle, Washington.

**FRANK X. SHAW****CORPORATE VP OF COMMUNICATIONS, MICROSOFT CORPORATION**

In this role, Shaw is responsible for defining and managing Microsoft's communications strategies worldwide, company-wide storytelling, including planning and execution, product PR, consumer marketing, media relations, executive communications, employee communications, global agency management and military affairs. Frank is an avid technologist and digital conversationalist with a Twitter following of more than 26K <@fxshaw>. In 2016 he was recognized by Business Insider as #1 on a listing of the 50 best PR people in Tech, and was awarded a SABRE Award for Outstanding Individual Achievement in 2016. With more than 20 years of experience in communications, Frank has led diverse teams representing government, entertainment, food and retail. Prior to joining Microsoft in 2009, he was president of the Microsoft account worldwide at Waggener Edstrom Worldwide where he held key responsibilities for all global PR, communications and influence efforts. Frank proudly served in the US Marine Corps and is a graduate of the Department of Defense Information School. He holds a Bachelor of Science degree in Journalism from the University of Oregon and is a current board member of the Seattle YMCA.



DONNA Z. DAVIS

ASSOCIATE PROFESSOR, DIRECTOR, IMMERSIVE MEDIA COMMUNICATION MASTER'S PROGRAM & OREGON REALITY (OR) LAB



Donna Davis is an expert in virtual reality (VR), digital embodiment, tech equity and inclusion, and digital social capital. She is an associate professor and director of the Oregon Reality Lab and the Immersive Media Communication master's program. She also served as director of the University's Strategic Communication master's program for ten years.

Her ethnographic research focuses on the potential uses of social virtual worlds, gamification, and other emerging immersive media, with a special interest in marginalized and vulnerable communities. Her research on embodied experience and identity among people with disabilities in virtual reality was funded through a grant from the National Science Foundation. She has also extensively studied people with Parkinson's disease who find and build support in the virtual world. Her interests continue to explore the impacts of these experiences on both the promise and peril of technosolutionism, recognizing both the isolating and connecting powers of these emerging immersive environments.

JUAN-CARLOS MOLLEDA

EDWIN L. ARTZT DEAN AND PROFESSOR



Juan-Carlos Molleda is a tenured professor and the Edwin L. Artzt Dean of the School of Journalism and Communication at the University of Oregon. He is also a US Fulbright Senior Specialist. Molleda has accumulated 22 years of experience teaching and researching public relations and communication management at the University of Florida (2000–2016), University of South Carolina (1997–2000), and Radford University (1995–1997). Molleda received his bachelor of science in social communication (1990) from Universidad del Zulia in Venezuela, a master of science in corporate and professional communications (1997) from Radford University in Virginia, and a doctor of philosophy degree in journalism and mass communications with an emphasis on international public relations and international business (2000) from the University of South Carolina. Since his doctoral studies in South Carolina, Molleda has become a leading teacher and scholar in global corporate public relations management. In 2010, he was awarded the University of South Carolina's School of Journalism and Mass Communications Outstanding Young Alumni Award. In addition to his outreach to the professional community, Molleda is a member of the Board of Trustees of the Institute for Public Relations and a founding member of its Commission on Global Public Relations Research, the Latin American liaison of the Public Relations Society of America's Certification in Education for Public Relations, a member of The LAGRANT Foundation Board of Directors, and a Public Relations committee member for the HIV Alliance in Eugene, Oregon.

ATTILA SCHILLINGER

PROFESSOR OF PRACTICE, DIRECTOR, STRATEGIC COMMUNICATION MASTER'S PROGRAM



Attila Schillinger joined the School of Journalism and Communication faculty in fall 2023. He directs the Strategic Communication Master's Program at the SOJC Portland. Based in Eugene, he is a professor of practice dedicated to sharing his more than 25 years of international corporate and sustainability communication experience with students. With a background in business law, corporate communication and climate change specialized conflict resolution, Schillinger consulted some of the top European and global brands, including Microsoft, SAP, Nestle, L'Oreal, GSK, Lilly, Pfizer, DuPont, T-Mobile, AIG, Heineken, Asahi, Carlsberg, McDonald's, Coca-Cola HBC, Tesco, RWE Energy, Citi, Deutsche Bank, EasyJet, Lufthansa and Delta Airlines to name but a few. He is an expert in Environmental, Social and Governance (ESG) and ESG communication. His industry expertise includes technology, health care, food&beverage, retail, energy, finance, infrastructure, transport and aviation. Schillinger is a member of the Sustainability Council of the Budapest Business School where he was appointed public relations adjunct faculty in 2010. He holds a law degree from ELTE Faculty of Law, Budapest, Hungary, a public relations master's degree from Ball State University, Muncie, Indiana and a conflict resolution master's degree specialized in climate change from the University of Oregon.