

# Strategic Communication Leadership Network



## **Gail Baker, Senior VP Strategic Communications, Cambia Health Solutions**

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.



## **Kelley Bonsall, Director of Corporate Communications, Port of Portland**

Kelley Bonsall 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.



## **Steve Bryant, Managing Director, MSL**

Steve Bryant leads the Seattle office, one of MSL's longest standing operations with deep roots in that booming region. He also serves as the North American lead for the agency's business in the Food, Beverage and Agriculture sector, drawing on experience working closely with many of the world's leading food and beverage companies and commodities. With more than 100 communications industry awards to his name, Bryant is a Renaissance man, having first directed the agency's health marketing practice, later providing national creative leadership, then leading the Seattle office. His knowledge of the food and beverage business spans dozens of categories, every distribution channel and wide ranging consumer and B2B communications targets. To support his counsel to clients in the food and beverage sector, Bryant has led more than a decade of research, covering topics ranging from social media's impact on food choices, the changing landscape of food shopping, and Hispanic food culture, to the distinct food habits of men and Millennials. He led the agency's recent forecast of the Future of Food Communications, which registered a major impact, with more than 100,000 views.



### **Louis Capozzi, Former Chairman, MSL**

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.



### **J. Cory Curtis, VP of Corporate Communications, The Omidyar Group**

Cory Curtis 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.



### **Jennifer Gehrt, Co-Founder, Communiqué Public Relations**

Jennifer Gehrt 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 Glynn, Director of Corporate Communications, Columbia Sportswear**

Mary Ellen Glynn 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, Executive VP/GM, Technology Sector, WE Communications**

Melissa Havel serves as both an Executive Vice President in the Technology Sector and General Manager, Portland, at WE Communications. She is responsible for leadership and growth of key technology sector clients as well as the agency's broad portfolio of technology clients. Her passion for storytelling and leading teams to deliver results with impact has helped clients including AMD, Microsoft, K2 Software, Lucid, Bank of Montreal and Anheuser-Busch build thought leadership platforms, change the conversation and activate key audiences to action. Melissa has played key roles for technology clients, and in particular Microsoft, for the past 20 years, spanning communications efforts in areas such as executive communications and leadership transitions, acquisitions, product launches, competitive campaigns, perception-shifting campaigns, and influential engagement. Before joining 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.



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## **Kyle Henley, VP University Communications, University of Oregon**

Kyle Henley is a veteran communications leader who became vice president for university communications in September 2015. His portfolio includes brand management, development communications, digital communications, marketing communications, public affairs communications, and KWAX, the university's classical music radio station.

Henley came to the UO from Colorado State University, where he was assistant vice president for strategic communications. He was an award-winning journalist for more than a decade before moving into public relations and communications, with experience in both the corporate world and agency environment. He earned a bachelor's degree in journalism and communications at Northern Colorado University.

At Oregon, Henley is charged with communicating the university's academic excellence to a broader audience, sharing stories of research and faculty achievement with the world.



## **Kent Hollenbeck, Deputy GM/Executive VP, Corporate & Public Affairs, Edelman Public Relations**

Kent has 20 years of experience in corporate communications, crisis and issues management and executive communications for companies such as Vulcan Inc., UFC, Microsoft, HTC and others. Career experience spans hardware (Gateway Computers) and a 13-year stint with Waggener Edstrom where he worked on product accounts for Microsoft, as well as led the day-to-day corporate communications function at WE for Microsoft during the era of EU and U.S. State anti-trust litigation. Kent was the agency lead for all financial communications for Microsoft for a 3 year period as well as a key contributor to overall narrative strategy for the company. Kent led Waggener Edstrom's new business, marketing and communications department, building it from a team of 5 individuals to a team of 30 with new capabilities including design, project management and branding. Led revamp of Waggener Edstrom's corporate communications team, including programs specifically designed to attract and develop emerging companies in the Northwest. Launched his own agency, The Hollenbeck Group, in 2012 until it was acquired by Matter Communications (Newburyport, MA) in 2013, where he served as the Vice President of the West Coast through March of 2015.



## **Orest Holubec, Senior VP/Chief Communications & External Affairs Officer, Providence St. Joseph Health**

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.



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### **Will Ludlam, Executive VP, Edelman Public Relations**

Ludlam brings more than 20 years of consumer marketing, technology, crisis and healthcare experience to Edelman. Most recently, Ludlam served as general manager of Hill & Knowlton's Seattle office, where he worked on blue chip companies like ExxonMobil, Frontier Communications, TreeTop, KeyBank and Seattle Children's Hospital. Previously, Ludlam spent 10 years at Porter Novelli, first in Seattle and then elsewhere in the firm's global network. As managing director of Porter Novelli's Asia Pacific offices, Ludlam expanded the firm into seven Chinese markets, and increased global clients' influence throughout China and India. He was also tapped to lead the consumer division of Hewlett Packard, at the time the agency's largest global account. Earlier in his career, Ludlam held positions with The Rockey Company as well as tech-communications firms KVO (Fleishman-Hillard) and Waggener Edstrom. Ludlam holds a Bachelor of Arts from Washington State University and is a member of the Seattle Chamber's Community Development Round Table, as well as the board of directors for Intiman Theatre and previously The Washington China Trade Alliance.



### **Michelle Maggs, Executive VP/GM, Weber Shandwick**

Michelle Maggs currently leads the Seattle office of Weber Shandwick, an integrated marketing communications firm, serving as executive vice president and general manager. She oversees Seattle office operations and also local, national and global client engagements. She is adept at driving collaboration, optimizing resources and ensuring narrative consistency across geographies for her clients. Michelle has 20 years of experience in public relations and communications. Her background primarily is in the technology sector, leading communications programs targeting both business and consumer audiences and representing a variety of innovations including cloud-based services, e-commerce offerings, mobile software and applications, and connected entertainment products. In addition, Michelle has counseled clients on a variety of corporate-related initiatives including acquisitions, spin-offs, partnerships, and executive visibility. Michelle is actively involved in the Seattle community, supporting local non-profits including Treehouse, Wellspring Family Services, Washington STEM, and YWCA. She sits on the national board for the Association of Women in Communications and is a member of the Public Relations Society of America. She also is deeply committed to diversity and inclusion in the workplace, participating in various initiatives including: 100% Talent/Women's Funding Alliance, Diversity and Inclusion in the PNW, and the NW Diversity Learning Series from the Institute for Sustainable Diversity and Inclusion. Prior to Weber Shandwick, Michelle was the public relations administrator for Disney Online.



### **Chris Pair, Director of Communications, Governor Kate Brown**

Chris Pair is currently the Communications Director for Governor Kate Brown. He has previously served on the Kate Brown for Oregon campaign as Senior Communications Advisor in 2016 and as Press Secretary in the Oregon Governor's Office from 2014-2016. Before entering public service, Pair worked as a producer for CNN, CNN International, and Headline News based out of Atlanta, Georgia covering politics, international conflicts, and major weather events for domestic and international audiences. Pair has also worked as a documentary producer covering subjects from dying coral reefs, to high school renewable energy programs, and even a group of moms who love to fish. Pair graduated from Georgia Tech in Atlanta, Georgia with a bachelor of science in Science, Technology, and Culture. Chris lives in Portland with two young daughters.





## **Nigel Powell, Chief Communications Officer, Nike Inc.**

As Chief Communications Officer for Nike Inc., Nigel guides all corporate, consumer and employee communications and influencer marketing activities for Nike Inc., including the Nike brand, Converse, the Jordan Brand and Hurley. Nike's Global Community Impact teams also report to Nigel. He leads over 300 professionals throughout the world. Nigel joined Nike at the beginning of 1999 as Communications Director for EMEA (Europe, Middle East, and Africa) based in the Netherlands. He moved to the US in 2002 to head up Nike's US communications organization. In September 2004 Nigel was named Global Brand Communications Director before taking responsibility for all Nike Inc. Communications in 2005. Prior to joining Nike, Nigel was a director at Edelman Public Relations in Brussels where he represented a wide range of corporate and governmental clients focusing on the WTO, corporate reputation management, corporate responsibility, issues management and global media relations. Before working at Edelman, Nigel was based in London for Forte PLC in a global communications role, managing communications for their 900 hotels throughout the world. He started his career leading communications in the retail sector. Nigel is a member of the Board of the Nike Foundation as well as a member of the Advisory Board for Going to School, the Delhi based NGO that supports children and young people to create positive change in some of India's poorest communities through the power of narrative, education and entrepreneurship.

Nigel holds a Bachelors degree from the University College of Wales, Aberystwyth, and a Masters degree from the University of Kent at Canterbury, UK. Nigel lives with his wife June and their two children in Portland, Oregon.



## **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.



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### **Donna Z. Davis, Strategic Communication Master's Program Director & Assistant Professor**

Donna Z. Davis joined the SOJC faculty in fall 2010, when she taught in Eugene for one year. She now directs the Strategic Communication Master's Program at the George S. Turnbull Portland Center. She brings more than 25 years experience in public relations, fundraising, and nonprofit communication to the classroom, including 10 years as producer and host of Family Album Radio, an award-winning, daily, two-minute radio program distributed through NPR. Davis earned her PhD in mass communication from the University of Florida. Her ethnographic research continues to focus on the potential uses of virtual worlds, gamification, and other emerging social media, with special interest in disability communities. She is currently working on a three-year National Science Foundation grant: "Virtual Worlds, Disability, and New Cultures of the Embodied Self" that explores effects of embodiment and communities in virtual worlds. She is also an inaugural faculty fellow for the SOJC Agora Journalism Center for Innovation and Civic Engagement.



### **Juan-Carlos Molleda, Edwin L. Artzt Dean & 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.