



2012 Corporate Communication LEADERS FORUM

Tuesday, January 17 – Saturday, January 21, 2012

Baruch College/CUNY ■ Vertical Campus ■ 55 Lexington Avenue at 25th St. ■ New York, NY 10010

2012 CORPORATE COMMUNICATION LEADERS FORUM FACULTY



Nicholas J. Ashooh

Vice President, Corporate Affairs, Alcoa

Nicholas (Nick) Ashooh joined Alcoa in January 2010 as Vice President, Corporate Affairs, responsible for global external and internal communications, and community relations. In addition, he provides oversight to the Alcoa Foundation, one of the largest corporate foundations in America. Nick is also a member of Alcoa's Executive Council, the senior leadership group that sets strategy for the company.

Before joining Alcoa, Nick was Senior Vice President of Communications at American International Group. Prior to AIG, he held executive communications positions in the electric utility industry at American Electric Power, Niagara Mohawk Power Corp., and Public Service of New Hampshire. He also served as Vice President, Corporate Communications for Paramount Communications Inc., a global entertainment and publishing company.

Nick is past chairman of The Seminar and The Wisemen, two of the oldest organizations for senior communications professionals. He is also a member and Trustee of the Arthur Page Society, and a member of the Civilian Public Affairs Advisory Committee of the U.S. Military Academy at West Point. He serves on the board of City Year New York, and on the MA in Corporate Communication Advisory Board at Baruch College, City University of New York.

Nick earned a bachelor's degree in Journalism with honors from Marquette University in Milwaukee, Wisconsin.



Thomas Buckmaster

Vice President, Corporate Communications, Honeywell

As Vice President of Corporate Communications, Tom oversees global advertising, branding, and communications for Honeywell, a \$37 billion company with operations in more than 500 locations worldwide. He also serves as President of Honeywell Hometown Solutions, the company's philanthropic and community relations initiative.

Honeywell is a diversified global technology and manufacturing leader, serving customers with aerospace products and services; control technologies for buildings, homes and industry; sensors; automotive products; specialty chemicals; fibers; and electronic and advanced materials. Honeywell employs approximately 130,000 people in 100 countries and is traded on the New York Stock Exchange under the symbol HON, as well as on the London and Chicago exchanges.

Tom's accomplishments at Honeywell include the repositioning of the company's brand and supporting advertising standards, implementing a contemporary universal web strategy for all online applications, the development and execution of an employee value proposition and the creation of a new global platform for corporate giving. The results of these initiatives include improved brand awareness and alignment, expanded employee engagement, and productivity-driven cost reductions. He has championed public affairs programs on topics ranging from energy efficiency to homeland security and globalization and participated in significant M&A and crisis management/mitigation initiatives. While at Honeywell, Tom has undertaken business development activities in more than 80 countries. In 2006, he was recognized for this body of work with the Honeywell Senior Leadership Award, the company's top honor.

He previously served in senior leadership positions in several of the world's leading public relations agencies, including President of Edelman PR New York, Executive Vice President and General Manager of Hill and Knowlton's Washington office, and a senior partner of Fleishman Hillard, Inc.

Tom has lectured widely to groups as diverse as the American Gas Association, the Conference Board, Environmental Law Institute, the Public Affairs Council, New York University Taft School of Government and the Reputation Institute. He is frequently sought for his views on risk communications, corporate character, and venture philanthropy.

Under Tom's leadership, Honeywell has been honored with more than 60 Communications and Corporate Social Responsibility awards since 2005, including the Department of Justice Corporate Leadership Award for the company's work with the National Center for Missing and Exploited Children, the 2007 Foreign Policy Association Corporate Social Responsibility Award, the 2006 Yahoo! Big Idea Award, and the 2009 Mercury Gold Award for public service programming. He has received most of the top awards for professional achievement in the communications industry, including five Sabre Gold Awards (for Honeywell's Community Relations programming in 2010, 2009, 2008, and 2005 and with Barnes & Noble in 2000), The Promotional Marketing Association's Gold Reggie (for community outreach in 2006), the CIPRA Gold Award (Credit Union Campaign for Consumer Choice in 1999), the Silver Anvil Award (for Honeywell's CSR programs in 2009 and with Prudential in 1996) and the Mercury Gold Award for public service programming (for Honeywell's community relations programs in 2009 and with the Beer Institute in 1989).

Tom is a member of the Board of Visitors at University of Maryland's Center for Environmental Science and the Dean's Advisory Board of George Washington University's Graduate School of Political Management. He is also on the Board of Advisors of Corporate Communications International at Baruch College/CUNY. He served on the Board of Directors of Rebuilding Together from 2003 through 2009.



Louis Capozzi

Chairman, MSL Group (retired) & Adjunct Professor, New York University

Lou Capozzi serves as an adjunct professor in the New York University Master of Science program in Public Relations and Corporate Communications, teaching courses in business skills, and in the management of public relations, both in-house and in consultancy firms. He has a broad background in corporate communications and public relations firm management.

Until his retirement last year, Lou was chairman of the MSL Group, the public relations arm of Publicis, the world's 4th-largest communications holding company. He had been CEO of MS&L, one of the world's largest public relations firms, when it was acquired by Publicis in 2002. He joined MS&L in 1990 as director of creative and strategic development, and was named CEO in 1997. Under Lou's leadership, the firm tripled in size and expanded its network to include 31 offices worldwide.

Lou was formerly vice president of corporate communications for Aetna Life & Casualty, the nation's largest public insurer. He spent eight years there, managing advertising, corporate and marketing public relations, financial and shareholder communications, employee communications and investor relations support. His earlier experience includes management roles in both public companies and firms.

A journalism graduate of New York University, he holds an MBA in Finance from Bernard Baruch Graduate School of Business. Lou served as president of the International Communications Consultancy Organization (ICCO), where he was inducted into the Hall of Fame last year. ICCO represents over 1,000 public relations consulting firms in 27 countries. He was a founding board member of the U.S. Council of PR firms, is a member of the Arthur W. Page Society, and an accredited member of PRSA and a member of its College of Fellows. Widely published in professional and business journals, Lou is also a frequent speaker at public relations industry events around the world.



Robert H. Christie

Senior Vice President, Corporate Communications, The New York Times Company

Robert Christie was named senior vice president of corporate communications for The New York Times Company in March 2010. Previously he was vice president of communications at Dow Jones & Company, where he was responsible for brand, executive and crisis communications for its consumer businesses worldwide.

During his tenure at Dow Jones, Bob held several roles in the communications and public relations departments handling issues for Dow Jones corporate and its various business units, news departments and ad sales groups. He directed the communications campaigns for the launches of The Wall Street Journal Weekend Edition in 2005, the redesigned Journal in 2007 and the acquisition of CBSMarketWatch.com.

Before joining Dow Jones in August 2003, Bob spent four years at Sony Electronics Inc., where he played a significant role in Sony's communications efforts. Previously he served as a senior account director for Goodman Media International Inc., where he managed a wide range of client campaigns for the firm's corporate clients. Bob began his career in 1990 at The National Academy of Television Arts and Sciences, where he served in a variety of media relations and public relations positions.

In 2007, Bob was selected as one of the top 40 public relations executives in the United States under the age of 40 by PR Week magazine, the leading trade magazine for public relations professionals.

Bob is a graduate of Mansfield University of Pennsylvania and in 2009 his alma mater awarded him its Society of Honors Outstanding Young Alumni Award.



Steve Cody
Managing Partner, Peppercomm

Recently named one of Northeastern University's 100 most successful alumni, Steve Cody is Co-founder and Managing Partner of Peppercom. He is responsible for overall agency direction and management, new business development, new product development and agency marketing. Since founding the agency in 1995, he has been instrumental in Peppercom's rise from a two-person start-up to its current position as one of the nation's best known mid-sized strategic communications firms. His blog, www.RepManBlog.com was named best in the industry by The Holmes Report, which awarded it a SABRE in 2006. His podcast, [RepChatter](#), won a Silver SABRE from Holmes in 2009. He has authored numerous thought leadership articles and delivered speeches on social media trends and issues. He Twitters as "[@RepManCody](#)." Along with strategic consultant Dr. Richard Harte, Steve has written a book on sales, titled "What's Keeping Your Customers Up at Night?" He was also one of the CEOs featured in Donald Trump's book "Trump: The Way to the Top."

Steve has been named a finalist for Ernst & Young's "Entrepreneur of the Year" and is a frequent guest lecturer at the Association of Management Consulting Firms, the American Marketing Association, the PRSA Counselors Academy, Ragan Communication Seminars and other leading industry events. Steve has appeared on CNBC and APRadio, and has been featured/profiled in publications ranging from Investor's Business Daily and The Asbury Park Press to BtoB Marketing and BusinessWeekOnline. He is a member of the PRSA Counselors Academy's executive committee, a member of the MA in Corporate Communication Advisory Board of Baruch College/CUNY, the Civilian Corporate Affairs Committee at West Point and chairman of the College of Charleston's Advisory Council and the Arthur W. Page Society.

Steve is an avid climber, having summited Mt. Kilimanjaro and several Rocky Mountain 14ers. He's also a professional comedian and regularly performs at the New York Comedy Club (www.MidLifeCrisisComic.biz)



John Gilfeather
Executive Vice President, Koski Research Inc.

John Gilfeather is an expert in corporate reputation measurement, public affairs research and B2B marketing. In November 2011 he was appointed Executive Vice President of Koski Research Inc. Koski Research is an independent, custom research firm specializing in having better conversations with - and a better understanding of - consumers, professionals, and opinion influencers.

John was Managing Partner at Yankelovich and was responsible for all the custom research of the firm. After 30 years at Yankelovich, he joined Roper Starch Worldwide where he was Vice Chairman and head of Roper Public Affairs and Media. Following this, he was Executive Vice President in charge of Stakeholder Management research for TNS in the North America. John also founded his own firm, John Gilfeather & Associates, which

provided independent and objective research and management advice to research firms, research departments and corporate communicators.

He has conducted groundbreaking research in corporate reputation for Time Magazine on the 1970s, for Brouillard Communications in the 1980's and for Fortune Magazine in the 1990s. In the current decade, he created the Roper Corporate Reputation Scorecard and the TNS Corporate Social Responsibility Report Card. He is a frequent speaker on reputation matters for the PR Leadership Forum, the CCI Leaders Forum, PR News seminars, the Fortune Corporate Marketing Forum and the Fortune Global Marketing Forum.

John is a Past Chair of the Council of American Survey Research Organizations (CASRO) and served on its Board for nine years. He is a founding member of the Institute for Public Relations' Commission on Measurement and Evaluation. Currently, he is President of the Market Research Council.

He is a graduate of the University of Notre Dame with a degree in Sociology. He attended graduate school at Columbia University. He has served for 20 years on the Board of Advisors for The University of Georgia Master in Marketing Research program. John is actively involved in training programs for CASRO and individual companies on many topics including report writing, survey research ethics and research among elite constituencies.



Michael B. Goodman, Ph.D.

Director, CCI – Corporate Communication International

Director, MA in Corporate Communication at Baruch College/CUNY

Michael B. Goodman, Ph.D., is Professor at Baruch College/ City University of New York, where he is also Director of the MA Program in Corporate Communication. He is Founder and Director of CCI (Corporate Communication International). He is Adjunct Professor of Corporate Communication at Fairleigh Dickinson University where he was Professor and Director of the MA Program in Corporate and Organizational Communication. He is Visiting Professor of Corporate Communication at Aarhus School of Business (Denmark), University of Johannesburg (South Africa), Bangkok University, and Hong Kong Polytechnic University.

Michael has published widely, including most recently: *Corporate Communication: Strategic Adaptation for Global Practice* with Peter B. Hirsch and *Work with Anyone Anywhere: A Guide to Global Business and Corporate Communication for Executives*.

Michael is on the Editorial Advisory Board and Associate Editor for North America of *Corporate Communication: An International Journal* (UK). He is a member of the Arthur W. Page Society; a Fellow of the RSA (The Royal Society for the encouragement of Arts, Manufactures & Commerce), London; a Fellow of The Society for Technical Communication; and a member of the Board of Directors of the Association for Business Communication.

He has been a consultant to more than 40 corporations and institutions on corporate communication, managerial communication, problem-solving, new business proposals, change, and corporate culture. Goodman is General Chair of the Conference on Corporate Communication and serves on the Conference Program Committee.

Martin D. Hirsch

Head of Regional Communications, The Roche Group



Martin Hirsch is head of Regional Communications at Roche headquarters in Basel, Switzerland. He joined the company in 1982 as a public relations associate at what was then Roche's North American headquarters in Nutley, New Jersey. That was after earning bachelor's and master's degrees in communications and journalism at Temple University and having stints in reporting and publishing in Philadelphia and New York. In his nearly 30-year career with the global healthcare leader, his responsibilities have spanned internal and external corporate communications, corporate branding and issues management. In 2001, he began an international assignment at Roche,

working with global senior management and corporate communications colleagues in Switzerland and the United States to build the company's corporate brand in America. More recently, his role has expanded to cover the globe. Today Marty is responsible for strengthening the relationship between Roche headquarters and the company's managements and communication staffs around the world, and providing senior communications counsel to leadership in Basel.

Peter B. Hirsch

Director, Reputation Risk, Ogilvy Public Relations Worldwide



Peter B. Hirsch was recently named Director, Reputation Risk at Ogilvy Public Relations Worldwide. He specializes in corporate reputation, crisis and issues management, and corporate digital strategy with more than 25 years experience in counseling global corporations.

He has counseled clients on a variety of issues, including junk bonds in the 1980s, the savings & loan crisis of the 1990s, and the fall out from Enron Andersen. He has also worked with foreign governments including the governments of Greece, Colombia and the Philippines.

Previously, Peter was a partner at Porter Novelli where he established the corporate communication practice and served as global practice leader for corporate affairs. Before joining Porter Novelli, he was executive vice president at Edelman Public Relations. At Edelman he was also managing director of Edelman Germany and executive vice president of public affairs. In this capacity, he helped pioneer the specialty of litigation public relations. He has also been principal of his own firm, Peter Hirsch Strategies, LLC

As adjunct faculty, he teaches courses on a range of corporate communication topics at Baruch College/City University of New York, Columbia University and Fordham University. He has also lectured at Fairleigh Dickinson University and New York University.

Peter is the author of *Corporate Communication: Strategic Adaptation for Global Practice* with Michael B. Goodman, Ph.D. He has written numerous articles, including "The Ulysses Project," in the *Journal of Business Strategy* and "My Country is Different," in *Corporate Communication, An International Journal (UK)*. He is a member of the advisory board of Corporate Communication International and a member of the Public Relations Society of America.

He is a graduate of Magdalen College, Oxford, with a degree in history and modern languages. He speaks fluent German and French.



Dick Martin

Executive Vice President of Public Relations, Employee Communications and Brand Management, AT&T (retired)

Dick Martin was executive vice president of public relations, employee communications and brand management for AT&T from 1997 to 2003, capping a 32-year career with the company. In that role he was a member of the company's most senior policy-making group and oversaw all the company's communications programs. He was also chairman of the AT&T Foundation.

Since leaving AT&T, Dick has been writing about marketing and corporate communications. The American Management Association published *Tough Calls – AT&T and the Hard Lessons Learned in the Telecom Wars* in November of 2004. The book received favorable reviews in *Fortune*, *The Financial Times*, *The Wall Street Journal*, *The Boston Globe* and *PR Week*. One reviewer said it was “perhaps the most honest insider's account ever committed to paper.”

He is also the author of *Rebuilding Brand America* (AMACOM, 2007) and *Secrets of the Marketing Masters* (AMACOM 2009). His forthcoming book, *Otherwise: The Wisdom You Need to Succeed in a Diverse World* is scheduled for publication in June 2012. It explores the increasingly fractured quality of our political, social and cultural lives.

He has also written for the *Harvard Business Review*, *BusinessWeek.com*, *The Conference Board Review*, *Chief Executive*, the *Journal of Business Strategy*, and the *PR Encyclopedia*. Pilot Books published the third edition of a previous book, *The Executive's Guide to Handling a Press Interview*, in 1993. Martin is a frequent speaker to business and student groups. He blogs at www.DickMartinBlogs.com.



Catherine J. Mathis

Senior Vice President, Marketing & Communications, Standard & Poore's

Catherine J. Mathis was named senior vice president of marketing and communications for Standard & Poor's in September 2009. Ms. Mathis's responsibilities include global marketing, public relations and employee communications. She is a member of S&P's senior management team.

Previously, Catherine had been senior vice president of corporate communications for The New York Times Company since 2007. Before that, she had been vice president of corporate communications for The New York Times Company since 2000 and director, investor relations since 1997.

From 1992 to 1997, Catherine was vice president of corporate relations at the Overseas Shipholding Group, Inc. where she was responsible for investor relations, media relations, public relations, employee communications and event planning. Previously she held various management positions at International Paper Company.

Catherine serves as president of New York Women in Communications. In 2006 she was named Communicator of the Year by the New York chapter of International Association of Business Communicators (IABC). The award is the chapter's highest award, recognizing integrity and excellence in everyday communications or in response to specific crises or challenges. In 2002 the YWCA of New York City selected her as one of its Women Achievers. She graduated with

honors from the University of Minnesota with a B.S. degree in business administration and an M.B.A. degree in marketing and management information systems.



Lori McDonough

Vice President, Communications, Prudential Financial, Inc.

Lori McDonough is vice president, communications, for Prudential Financial in Newark, N.J. In this role, she develops and executes internal communication strategies that support the company's corporate human resources' initiatives. She also oversees media relations activities related to HR policies and programs.

Lori has more than 25 years experience in corporate communications, including assignments with Panasonic, KPMG, and PricewaterhouseCoopers. Since joining Prudential in 1998, she has directed several large-scale benefits communication campaigns, including the introduction of consumer-directed health programs, and manages communications to build awareness, utilization and engagement of employee programs and services.

In addition to her communications role, Lori serves as the training officer for the Global Communications department. In this capacity, she identifies training and development needs and partners with internal and external learning professionals to design solutions that broaden the skill sets and capabilities of the corporate communications staff.

Lori received a master's degree in corporate and organizational communications from Fairleigh Dickinson University and a bachelor of arts degree from Montclair State University, both in New Jersey. She is a member of the International Association of Business Communicators, the Communication Leadership Exchange (formerly the Council on Communication Management) and holds a PHR (Professional in Human Resources) certification from the Society of Human Resource Management.



Raymond Pellecchia, Jr.

Vice President, Corporate Communications, NYSE Euronext

Ray Pellecchia has been Vice President of Corporate Communications, NYSE Euronext since January 2008. He and his team are responsible for developing news and other information, fielding media inquiries, managing relationships with journalists, conducting informational programs for press, and working with colleagues to develop and execute communications strategy. He also oversees Employee Communications for NYSE Euronext in the U.S. and runs the company's blog, *Exchanges*.

Since joining the New York Stock Exchange in 1988, Ray served in various roles in Media Relations, Editorial Services, Internet Communications and Events. He has served on the NYSE Diversity Council since its founding in 1999, most recently as communications subcommittee chairperson.

Prior to joining the NYSE, Pellecchia spent 10 years as an editor and reporter with community newspapers and trade publications. He graduated cum laude from Fairleigh Dickinson University with a B.A. in communications, speech and theater.



John Santoro

Vice President, Stakeholder Communications, Pfizer Inc

John Santoro is Vice President, Stakeholder Communications, with Pfizer, the world's largest research-based pharmaceutical company. He is the communications lead for Pfizer's Chief Medical Officer, Dr. Freda Lewis-Hall, and is also responsible for Pfizer's annual review, its annual meeting of shareholders, and its annual global communications meeting, as well as for a variety of reputation and policy communications initiatives. He is a member of Pfizer's Senior Management Team.

He began his career in 1975 with the communications consulting firm Brecker & Merryman, where his clients included Merck, Honeywell, Chevron, Ford, Caltex Pacific Indonesia, and the New York City Police Department. In 1990, he joined Warner-Lambert as head of HR communications, then became principal speechwriter for two CEOs there. In 2000, he joined Pfizer with that company's acquisition of Warner-Lambert, and served as chief speechwriter for Pfizer's Chairman and CEO. In 2005, he also took on leadership of Pfizer's colleague communications efforts, and in 2007, was promoted to his current position.

He is a speaker and writer on corporate communications issues, and editor of the 2005 book, *A Call to Action: Taking Back Healthcare for Future Generations*. He is also an Adjunct Professor at Seton Hall University's graduate program in Strategic Communications Leadership.

He holds a BA in Political Science from Dickinson College and a master's degree in Corporate and Public Communications from Seton Hall. He is past-president of the Council of Communications Management and is the current president of the Board of Directors for The Compassionate Friends, a national organization serving the families of children gone too soon.



Rich Teplitsky

Senior Director, Service Provider Public & Analyst Relations, Parallels & Immediate Past Chair, Technology Section, PRSA

Rich's public relations expertise spans the gamut of the high-tech industry, including telecommunications/service provider and enterprise software and networking, hosted services/applications and service delivery platforms, e-commerce, mobility and network security. He has managed successful programs at start-ups, public corporations and PR agencies alike.

At Parallels (www.parallels.com), the hosting and Cloud services enablement leader, Rich brings his multidisciplinary skill set across the range of communications practice areas, including public/media/industry analyst and investor relations, digital media and social networking, public policy, corporate social responsibility and crisis communications/reputation management. He has also served as media spokesperson at each of his positions, and began his career in news broadcasting/journalism before migrating to technology PR at the dawn of the Internet era.

Prior to joining Parallels in July 2011, he served at several well-recognized technology corporations, which included his role as director of communications at Alcatel-Lucent, where his assignments included leading global PR programs for Communications Software, Worldwide Services and the Bell Labs R&D organization. He later served as director of global corporate communications for Monster.com, and was instrumental in promoting Monster's expansion across Europe and Asia, as well as launching its first-ever co-branding alliances with several leading

newspaper groups including the New York Times. Rich also held similar PR roles at Siemens' Enterasys Networks (formerly Cabletron Systems), and at start-ups Data Translation and GAIN Capital Group, parent of online trading platform FOREX.com.

Rich currently serves as the Immediate Past Chair of the Technology Section of the Public Relations Society of America (PRSA), and is also a current co-chair for the PRSA's Section Council, representing all of the 14 professional interest sections across the entire PRSA membership of over 20,000 professionals worldwide. In these roles, Rich contributes his counsel on a variety of PR and tech industry developments, public policy and other topics that are pertinent to the organization's leadership and membership. He also is a frequent public presenter on the PR, media, business and societal impact being exerted by social media and new technology.

In addition to being an active participant in the PR profession, Rich also donates his time to higher education and charitable causes. He is a contributor and member of the Corporate Communication International think tank at Baruch College-City College of New York (CUNY), and is a former member of the curriculum advisory board for Temple University's Strategic and Organizational Communications department. He recently complete a two-year tenure on the board of directors of Child Advocates of San Antonio (CASA), part of the national CASA network that was founded in Seattle in 1977.

Rich has an MBA in corporate communications from the Silberman College of Business at Fairleigh Dickinson University and a B.A. in communications from Temple University.



Lowell B. Weiner, Ph.D.

Vice President, Corporate Communications, Medco Health Solutions, Inc.

Lowell Weiner is a public relations professional with extensive healthcare and pharmaceutical experience. Currently he serves as Vice President, Corporate Communications at Medco Health Solutions, a leading pharmacy benefits manager, based in Franklin Lakes, New Jersey. With revenues of \$66 billion in 2010, Medco is the

highest-ranked independent pharmacy benefit manager on the 2010 Fortune 500 list. At Medco, Lowell heads the communications function—media relations, employee communications, field communications, marketing communications, issues management/crisis communications, corporate reputation as well as the company's broadcast studio.

Prior to Medco, Lowell was Vice President, Corporate Communications at Henry Schein, Inc., a global healthcare distributor. For ten years he was with Wyeth, a global research-based pharmaceutical company, as Assistant Vice President, Public Affairs, where he headed corporate media relations and issues management.

Prior to Wyeth, he led the international public relations function at Schering-Plough International, responsible for marketing communications and employee communications. Lowell also has public relations agency experience, having worked at the New York offices of Hill and Knowlton and Ketchum Public Relations.

Lowell holds a Ph.D. from New York University and received Bachelor's and Master's degrees in music performance from Indiana University.

Lowell is a member of the Arthur W. Page Society and the Public Relations Society of America. In addition to serving on the Board of Advisors of Corporate Communication International (CCI) at

Baruch College/CUNY, he has served as a member of the Board of Trustees of the New Jersey Symphony Orchestra and the Arts and Business Council.

Leaders Forum Coordination & Administration



Christina M. Genest

Associate Director, CCI – Corporate Communication International at Baruch College/CUNY

Christina (Tina) M. Genest has served as Associate Director of CCI-Corporate Communication International at Baruch College/CUNY since its founding in 1999. At CCI Tina manages all aspects of center administration, communication, and events including CCI's annual Conference on Corporate Communication, CCI Forums (multi-day professional development programs), symposia, briefings and weekend executive programs. She also supports CCI's research efforts and coordinates its global relationships with members,

sponsors, student chapters, advisors and partners.

Tina has enjoyed an extensive career in executive nonprofit roles including New Hampshire Legal Assistance, the YWCA (Manchester, NH), Easter Seals (Manchester, NH) and The Forum for US-Soviet Dialogue (Washington, DC) with whom she served as Executive Director and coordinated annual citizen conferences in the US or the USSR. She also managed Digital Equipment Corporation's New Hampshire community relations activities and corporate contributions program. Tina's professional responsibilities have included executive leadership, in some positions reporting directly to boards of directors; organizational administration and finance, corporate communication, fund development or grant making, and cross-cultural engagement and dialogue.

She has taught undergraduate courses in public relations, administration and management, and Russian history. She has served on voluntary boards of directors and committees of numerous social, civic, healthcare, and professional organizations. Tina sat (elected) on the Morris Plains (N.J.) Board of Education and, as its president, led a successful building bond referendum campaign. In this capacity, she also served on the Morris School District (Morristown, NJ) Board of Education (appointed).

Tina holds a B.A. in History with a concentration in Russian History and Language from Emmanuel College, a Master in International Administration from The Experiment in International Living's School for International Training (SIT), a Master in Human Services Administration from Antioch University New England, and an M.A. in Corporate and Organizational Communication from Fairleigh Dickinson University. Tina is also a certified professional coach. Her work, "Cultures, Organizations, and Philanthropy," was published in *Corporate Communications: An International Journal*, (Vol. 10, No. 4, 2005).

Samantha Gouy

Graduate Assistant, CCI – Corporate Communication International at Baruch College/CUNY

Samantha is currently pursuing her Master in Corporate Communication at Baruch College/CUNY.



CORPORATE COMMUNICATION INTERNATIONAL
at Baruch College/CUNY
55 Lexington Avenue, B 8-233
New York, New York 10010
Phone 646.312.3749 Fax 973.270.0039
cci@corporatecomm.org www.corporatecomm.org