

Professional Experience

- **Citizens Financial Group – Dedham, MA** March 2014 – January 2016
Vice President, Communications Manager for U.S. Distribution
Provided strategic direction and led all executive communications efforts for the company's largest business line, composed of 9,500+ employees throughout 11 states. Oversight included the development, management and execution of communication strategies that delivered outstanding communications in the form of compelling speeches, themed presentations, senior leadership forums, daily newsletter, weekly senior leadership conference, as well as online, video and audio media. Through the management of weekly editorial meetings, actively built relationships with communications colleagues across the organization to ensure key messages were aligned with the business line and company's strategy, vision and mission. Additionally, this collaborative approach resulted in the consolidation of eight weekly newsletters into one concise communications vehicle that not only promoted a "pull" communications culture but explained the "whys" to deepen employee engagement.
- **TD Bank Group – Providence, RI** August 2010 – April 2013
Vice President, Strategic Customer Experience Manager
Responsible for the brand positioning, including the development of a new value proposition and visual identity, of the TD Bank Residential Mortgage division throughout its 15-state/District of Columbia footprint. Oversight included the development of a unified look and voice across all customer touchpoints relative to product and service offerings, marketing collateral, B2C and B2B websites, merchandising, advertising, and PR. Responsible for the continuous improvement of mortgage products and services to deepen customer relationships and strengthen the alignment with the Bank's other lines of business and identify cross-sell opportunities. Developed and implemented a communications strategy, inclusive of executive communications, that supported and strengthened the mortgage brand; provided strategic direction and content in the formulation, execution, and ongoing management of all customer and employee mortgage-related communications.
- **Commerce Bank & Trust Company – Worcester, MA** February 2009 – August 2010
Vice President, Director of Corporate Marketing & Communications
Managed the development and execution of company-wide strategic marketing programs and PR activities for a \$1.2B financial services provider. Established a new corporate identity and value proposition; directed all aspects of brand development, marketing communications, and advertising (print, radio, TV, CCTV, merchandising, direct mail, B2C website) — all without the resources of an advertising agency. Spearheaded strategy and concept development, acted as the creative director, copywriter, graphic designer and media buyer. Effectively managing a \$1,100,000 budget. Developed and managed all enterprise-wide internal and external communications, including those of the President and CEO. Created and managed all field marketing initiatives, sponsorships and community events.
- **Integrated Mortgage Solutions – Lincoln, RI** July 2006 – December 2008
Senior Vice President, Director of Corporate Marketing & Communications
Conceived marketing strategies and oversaw the development and execution of all such programs to increase the profitability of new and existing products and services. Developed and implemented brand strategy, executed brand marketing and advertising programs to raise brand awareness and value. Managed the development and implementation of direct marketing programs to raise the levels of customer acquisition, retention, and cross-selling. Maintained and cultivated strategic partnership with a nine-office real estate franchise (ranked as a top-five producer in Massachusetts) to position the organization as the preferred lender to its clients and 275+ real estate professionals; promoted on-site convenience of integrated home buying and home financing through a seamless customer experience.
- **Citizens Financial Group – Providence, RI** April 2005 – January 2006
Vice President, Director of Communications
Provided strategic direction and managed the development of all Human Resources (HR) communications (e.g., talent acquisition, onboarding, career development, benefits, compensation, retirement plans, enterprise-wide employee surveys, corporate policies) for an audience of 30,000+ employees. Partnered with the Group Executive Vice President of HR and the HR Executive team to foster employee engagement by delivering thoughtful, compelling speeches, presentations, senior leadership forums, newsletters and other communications materials to promote HR's objective to make Citizens Bank "the best place to work in the world." Managed all corporate-level communications efforts as the Bank competed for inclusion on the 2006 Fortune magazine "100 Best Companies to Work for®" list. Responsible for the redesign of the HR intranet site, execution and ongoing governance. Rebranded HR and managed its new brand identity to ensure a successful integration in all HR-related communications and marketing media. Actively built relationships with communications colleagues across the organization to identify communication opportunities and cultivate collaboration.

Professional Experience (continued)

- **Bank of America Corporation – Boston, MA**
(Formerly FleetBoston Financial and its legacy corporations)

February 1987 – June 2004

Vice President, Senior Marketing Manager – Corporate Marketing & Communications

Co-developed, implemented and managed a \$3,000,000 field marketing program in support of expanding branch network throughout New England, NY, NJ and PA; program included print and radio advertising, merchandising, traffic-building promotions, customer receptions and PR events; co-managed advertising agency relationships (Hill Holliday and GlobalWorks).

In addition to Consumer Banking, responsible for providing strategic marketing support to three other business lines: 1) Fleet Mortgage, 2) Fleet Community Bank (120+ urban branch network), and 3) Fleet Community Investment Group. **Fleet Mortgage:** Developed strategic marketing plans which included a new library of marketing collateral, new 3,000+ Realtor®-targeted newsletter, and market-specific print advertising to create new relationships and deepen existing mortgage relationships by cross-selling Consumer Banking products. **Fleet Community Bank and Fleet Community Investment Group:** Executed consumer-focused strategic marketing and PR plans to increase profitability of new and existing products; promoted the community development model as a leader in fostering inner-city wealth creation, small business growth, and community stabilization.

Co-developed CEO's presentation for the Corporation's 2003 Community Reinvestment Act Examination to the OCC. Handpicked to improve the customer experience for Consumer Lending's mortgage and home equity businesses; conducted deep-dive resulting in the development of a unified look and voice across all customer touchpoints through the revamp of 500+ customer communications, legal disclosures, and all associated marketing collateral.

Vice President, Communications Manager – Corporate Marketing & Communications

Spearheaded strategy, planning and delivery of all internal communications on behalf of the Managing Director for the Community Investment Group. Oversight included speech writing, executive memoranda, launch and governance of an intranet site and newsletter, a rebranding strategy, Town Hall and recognition events for 1,200+ colleagues. Guided Director and Senior Managers through complex communication issues with an emphasis on executive management messaging and positioning. Led communications review to redefine the roles, responsibilities, strategy and objectives for the communications function.

Assistant Vice President, Sales Communications & Creative Consultant – Consumer & Small Business Banking

To unite the newly combined sales force (resulting from the BankBoston/Fleet merger), co-developed, designed, and delivered a new set of cross-channel communication vehicles for 5,800+ retail employees. Developed all enterprise-wide retail sales, service and marketing communications, for target audience of 15,300+, through multiple communication vehicles e.g., intranet sites, executive memos, presentations and newsletters. Created, implemented, and managed internal branding and visibility plans for product and service initiatives as well as sales campaigns.

Assistant Vice President, Communications Consultant – Consumer & Small Business Banking

Developed all enterprise-wide retail sales- and service-related communications, for staff of 6,000+, through multiple vehicles e.g., intranet sites, executive communications, presentations and newsletters. Designed, managed, and executed every aspect of Vice Chairman's management meetings and recognition events for 1,200 to 11,300 attendees; managed budgets of \$250,000+. Managed retail-wide customer loyalty program to align service delivery with customer retention strategies and improve customer service. Created, implemented and managed internal branding and visibility plans for both the customer loyalty and retail sales and service reward and recognition programs. Supervised staff of 13 as Acting Director during manager's absence.

Assistant Vice President, Senior Marketing Manager – Consumer & Small Business Banking

Managed a project team of 30 members to create and implement New England-wide sales campaigns to motivate sales staff of 5,400+ and assist internal business heads with sales objectives; sales production increased by 3% to 51%. Responsibilities included internal negotiation of monies and sales goal allocations; development of campaign themes, sales measurement criteria and reporting structures, incentive awards, communications; oversight of products and services enhancements, training materials, direct mail initiatives, advertising, and customer collateral. Acted as Creative Director to the Retail Division Executive.

Education

- Bryant University, Smithfield, RI – MBA, Marketing / BS, Business Administration
- Providence College, Providence, RI – Advertising
- Rhode Island School of Design, Providence, RI – Graphic Design