

## PROFESSIONAL PROFILE

Organizational leader experienced in corporate communications, advertising, public relations, business development, project management, public speaking, program/event planning and delivery.

## PRIMARY SKILL SETS

- Coordinating and delivering internal and external marketing materials including print, radio, television, digital, social media and direct mail
- Designing and delivering educational curriculum to college and professional audiences
- Public speaking and program presentations
- Business development, negotiations, and forging strategic partnerships
- Project planning, implementation, and administration
- Budget development and execution
- Event planning and implementation
- Demonstrated leadership, time management and collaborative partnership abilities
- Proficient in Microsoft Office software (Outlook, Word, Excel, Power Point, Publisher, Access); SharePoint; and social media (Facebook, Twitter, LinkedIn)

## WORK EXPERIENCE

Grinnell Mutual Reinsurance Company, Grinnell, Iowa

### **Director of Advertising and Community Relations**, 2003-present

Develop and administer multi-million dollar national advertising program on corporate and cooperative levels for 1,600 affiliated sales agents; oversee community relations projects' funding, corporate sponsorships, public relations program, and community events participation; edit company publications and communications; implement local and national media campaigns; plan and direct employee events; oversee charitable giving on behalf of corporate foundation; work collaboratively with senior management and the Board of Directors; oversee crisis communications planning and implementation; and serve as company spokesperson.

### **Senior Training Specialist**, 1995-2003

Designed, implemented, and managed long-term and just-in-time corporate training programs; worked closely with senior management to identify and develop strategic educational plans for corporate business units; audited training results to establish best practices; developed and presented informational workshops and statewide accredited continuing education programs to independent agents; led project study and training for implementation of new corporate software; co-authored and edited claims training and procedure manuals.

### **Senior Claims Adjuster**, 1988-1995

Served as company representative to policyholders, agents, and claimants in determining equitable outcomes for property and casualty insurance claims; negotiated settlements; established procedures for file organization and review; co-authored and edited claims training and procedure manuals; served as team member on the design, development, implementation and training of company-wide software system.

University of Iowa, Tippie College of Business, Iowa City, Iowa

### **Adjunct Professor**, 2013-present

Develop and deliver semester-long academic course material to undergraduate students admitted to the Tippie College of Business. Curriculum includes full array of business writing, speaking, team-directed projects and presentations, and professional business etiquette and protocol.

Ruan Transportation, Des Moines, Iowa

**Terminal Manager, 1983, 1985-1988**

Managed operations of a transport and tractor/trailer leasing operation in Coralville, IA. Supervised transport employees; procured and dispatched customer orders; developed relationships with existing and new customers; provided rating information and negotiated new rates; managed semi-tractor/trailer leasing and rental operations, licensing and billing; established best practices and received the corporation's highest terminal audit score in company history.

ARC/Iowa, Des Moines, Iowa

**Development Director, 1984-1985**

Designed, edited and published monthly newsletters, press releases, and statewide communications; managed media relations; developed and implemented local and statewide fundraising activities; established and secured celebrity spokespeople for corporate events.

KWWL Television, Waterloo, Iowa

**Television News Reporter, 1983-1984**

Served as a writer, editor, and photographer for television news and feature stories; developed and investigated news leads for stories.

## PROFESSIONAL ACCOMPLISHMENTS

- Earned three national marketing awards from Insurance Marketing & Communications Association (IMCA) for development and implementation of student safe driving promotion, corporation-wide telephone messaging program, and Road to Success Scholarship program
- Secured strategic partnerships with agricultural, educational, and health-care foundations resulting in national corporate marketing recognition
- Established and executed local and regional educational scholarship programs in distribution of \$100,000 annually
- Developed and implemented written crisis communication plan for corporate leadership and 700 employees
- Created and delivered comprehensive property and casualty claims, policy and software training programs for more than 300 company employees
- Established district-wide partners in education program within the local community school district

## COMMUNITY INVOLVEMENT

- Iowa Sports Foundation—board of directors—2016-present
- Iowa Association of Business and Industry—Leadership Iowa program member—2011-2012; program co-chair—2012-2013 Board of Governors, curriculum co-chair—2012-2018, Chair—2018
- St. Francis Manor Foundation-Chair, board of directors—2008-present
- Partners in Education Grinnell Mutual/Grinnell Middle School committee chair
- Grinnell-area Chamber of Commerce-board of directors, president, executive committee
- Grinnell Big Brothers/Big Sisters-board of directors
- Grinnell Youth Baseball and Softball Association-board of directors, president
- Poweshiek County Leadership Program consultant and participant
- Mentor of the Year-Greater Poweshiek Community Foundation-2016
- Businessperson of the Year-Grinnell Area Chamber of Commerce-2012
- Grinnell College mini-grant committee—2015-2018

## EDUCATION

**Chartered Property Casualty Underwriter (CPCU)**

The Institutes, Malvern, Pennsylvania

**Masters of Business Administration**—emphasis in Marketing and Management, Honors graduate

University of Phoenix, Phoenix, Arizona

**Bachelor of Science-Journalism & Mass Communications**

University of Iowa, Iowa City, Iowa