

Anthony Mitchell (Virtual Interview Link: <https://hire.li/84257e2>)

Detroit, MI 48207 ■ 312.859.6097 ■ amitchell8170@gmail.com ■ www.linkedin.com/in/tonymitchell718

Strategic Communications & Public Relations Executive

Stakeholder Relations • Corporate Spokesperson • Change & Crisis Management

Executive Leadership Summary

C-level Communications and Public Relations Leader with extensive blue-chip experience in effectively guiding multinational public companies and nonprofit, government, and political entities. Multi-industry experience includes financial services, healthcare, energy, educational services, and housing & urban development.

Strategic Member of Executive Leadership Team serving effectually as face and voice of company to inform, engage, and influence valued stakeholders while building, leading, and driving high-performing teams and individuals.

Yale-Educated Strategist with exceptional acumen and agility in taking on distinct challenges and establishing compelling brand platforms that promote growth, extend reach, and elevate reputations. Expertise in change management communications and engagement.

Innate leader highly skilled in building communications teams from the ground up. Broad array of key functions include:

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| Corporate & Financial Communications | Social Impact Communications & Engagement |
| Media Relations | Government Relations |
| Reputation Management | Corporate Responsibility - Public & Community Service |
| Internal & External Communications Strategy | Branding Communication Strategy |

Select Achievements:

- Served as the architect, face, and voice of high-profile public campaign for one nation's leading hospital and healthcare systems in midst of reputational, regulatory, and financial crisis that resulted in becoming 1 of only 2 nonprofit healthcare systems in the US to successfully resist national, unsolicited, and hostile healthcare organizing effort by SEIU.
- Drove measurable improvements in public reputation and employee satisfaction scores for Exelon's largest subsidiary - a multibillion-dollar public utility serving 4+ million customers - at express direction and guidance of company CEO.
- Built 1st strategic communications and marketing function for 100-year-old independent and nonpartisan think tank that was twice named #1 Think Tank to Watch in the world while contributing to fundraising growth of ~40%.
- High-profile and high-impact roles in sharp glare and heat of Washington DC - first in political service to George HW Bush and later in private sector with Sallie Mae during transformational period for the government-sponsored enterprise (GSE).

Professional Experience

Vice President, Communications Chicago Council on Global Affairs	2015-2018 Chicago, IL
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Member of Executive Leadership Team tasked to build and manage global nonpartisan think tank's first-ever strategic communications and marketing function to accelerate growth in income, membership, operations, reach, and reputation. Provided strategic direction, priorities, and daily leadership to communications, media relations, marketing and branding, and digital communications while contributing to overall leadership and direction of organization. \$3M budget.

- Hired, built, and managed first-ever communications and marketing function** for global think tank that conducts independent research, convenes leading global voices, and influences public discourse on critical international and foreign policy issues.
- Achieved ranking as #1 Think Tank to Watch in the World** in 2 consecutive publications of prestigious University of Pennsylvania annual survey and rankings.
- Earned recognition for rebranding institution and expanding digital capabilities.** Hired digital strategist and team and standardizing digital communications and deployment.
- Realized measurable improvement in media appearances, mentions, and quality of exposure.** Hired top-notch media relations director, developed/sponsored media training for Council fellows and experts, redefined media targets and measures, and built in-house studio capabilities for easier two-way media access.

Vice President, Communications Exelon Corporation - Commonwealth Edison	2013-2014 Chicago, IL
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Member of ComEd's Executive Management Team and Exelon's Communications Leadership Team. Recruited to improve public perceptions of ComEd's reputation; support CEO's efforts to drive culture change across organization; and reorganize, motivate, and lead Communications team after tumultuous period. Drove strategic direction and operational leadership across media relations,

employee communications, external communications, and advertising & branding functions for largest subsidiary of Fortune 100 energy provider and Illinois's largest electric utility with over 4 million customers and 6,000 employees. \$5M budget.

- **Produced measurable improvement in reputation scores** for public engagement and perceptions of Exelon's principal utility after year 1 of comprehensive reputation management initiative with quantifiable benchmarks and targets.
- **Achieved year-over-year improvement in employee satisfaction scores.** Launched variety of initiatives to improve communications and connections between management and employees, e.g., 'roadshow' that brought company's highest leaders to multiple events with employee groups from 80 to 500 in structured program to create dialogue, exchange information, and build alignment around ComEd's priorities and direction.
- **Partnered with retained agency to develop innovative ComEd advertising campaign** of light, approachable, and humorous tone through series of 'skits' that contributed to overall uptick in ComEd reputation score.
- **Expanded brand and highlighted community investments** through innovative advertising and marketing strategies and tactics. Supported and advanced STEM opportunities for young Chicago-area girls in first 'ComEd Ice Box Derby' that enabled 35 area high school girls to receive scholarship money and other benefits.

Senior Vice President, Chief Communication & Public Affairs Officer
Career Education Corporation

2012-2013
Greater Chicago, IL

Hired by newly appointed CEO in turnaround mission in midst of crisis and substantial regulatory penalties for publicly held education company. Provided executive leadership that directly contributed to financial, reputation, and regulatory turnaround agenda of company. Reorganized and led team of 50+. \$17M budget.

- **Consolidated and reorganized disparate public affairs and public policy teams** (previously housed under multiple leaders) that reduced total budget costs while achieving greater efficiencies.
- **Optimized quality, consistency, and impact of messaging,** priorities, and plans of external-facing departments (government and regulatory affairs and media relations).
- **Substantially improved relations through considerable face-to-face meetings** and direct communications as company's ambassador with key senior officials, including at Department of Education, several regional/institutional accreditors, Illinois state government officials, and policymakers with significant oversight and influence over Career Education.
- **Praised for transparency of turnaround plans** that were essential to building better relations with key stakeholders and acts of credibility that mitigated/reduced punitive actions with multimillion-dollar impact.

Vice President, Communications
ABM Industries

2008-2012
New York, NY

Lead executive of all communications of \$4B publicly-traded engineering and services company with 100,000+ employees for all corporate activities, e.g., financial communications, press releases, media relations, employee/labor and crisis communications, with support staff of 2. ~\$2M budget. Served on executive and operations review team handling multiple high-profile initiatives and assignments for CEO.

- **Became first VP, Communications in company's 100-year history,** producing multimillion-dollar savings in overall communication's expenditures while enhancing reputation and connections with thousands of important stakeholders, including corporate and government clients and 100,000+ US employees.
- **Key executive in rebranding entire company** in collaboration with senior management and marketing leadership.
- **Secured and managed CEO's role appearance on new television series *Undercover Boss*,** yielding unprecedented visibility.

Senior Vice President, Communications & Government Relations
Advocate Health Care

2005-2007
Greater Chicago, IL

Led team of 40+ in communications, government relations, and community affairs of nation's largest nonprofit hospital and healthcare system encompassing 8 hospitals (4 Level I Trauma Centers, large physician medical group, home healthcare) with revenues between \$3-4B, 10,000 employees, and thousands of physicians. \$10M budget.

- **Go-to-executive to address high-profile, hostile, union (SEIU) organizing campaign** targeting entire Advocate system. Drove communications, government relations, community engagement, media relations and advocacy during significant litigation, stakeholder activism, and legislative and political challenges to tax-exempt status.
- **Reorganized, restructured, and rejuvenated entire team of 40.** Turned unstructured and underperforming operations into cohesive and results-oriented team in communications, community engagement, media, government relations, and advocacy.
- **Elevated Advocate's public profile and relations** by delivering speeches & testimony, writing articles, managing media, and representing one of the largest and leading nonprofit healthcare systems in USA.
- **Architect, face, voice, and leader of Advocate's campaign** in preventing organizing effort. Fundamentally protected financial, organizational, and political stability of entire nonprofit healthcare system. Became 1 of only 2 nonprofit health systems in country to defeat SEIU's effort.

**Vice President, Corporate Communications
American Express Company**

 2001-2005
New York, NY

Held global function that played key role in stewarding company's iconic brand and informing, engaging, and influencing valued stakeholders. Prepared/executed corporate and financial communications and public relations strategies; spokesperson and liaison to key media audiences to manage and respond to inquiries. Identified and cultivated positive media opportunities and coverage with business, financial, and national members of the press. Developed, managed, and prepped American Express CEO and other senior executives for major media interviews and opportunities.

- **Handled crisis and stakeholder communications in 9/11 aftermath** that collaterally damaged New York headquarters, sparked global financial losses, and inspired company's investment in restoring and revitalizing lower Manhattan.
- **Served as a go-to-communications team leader through 1-year post 9/11 crisis** (biggest crisis in Company's history), from daily updates to displaced employee-base to keeping national media apprised of recovery progress.
- **Partnered with SVP through 6-month process resulting in BusinessWeek cover story** highlighting roaring comeback and strong market standing of American Express. Extraordinary media metrics, globally circulated cover story communicated powerful and positive narrative of company, CEO, and resilience in face of adversity.
- **Represented American Express in citywide partnerships** to help promote rebuilding in lower Manhattan. Orchestrated high-profile reopening of American Express headquarters and celebration of its commitment.

**Assistant Vice President of Marketing, Director of Government Relations
Sallie Mae, Inc.**

 1992-2000
Greater Washington DC

Served in 2 different key roles at publicly held education and financial services company.

- **AVP, Marketing:** Directed marketing and product development team with client college and university clients.
- **Director, Government Relations:** Developed and executed public and legislative strategies during high-stakes Higher Education Act reauthorization, proxy fight for management control and Sallie Mae's unprecedented initiative to separate from its status as publicly-traded company that still maintained status as a government-sponsored enterprise (GSE).

**Deputy Press Secretary
President George HW Bush Reelection Campaign Committee**

 1992-1992
Washington, DC

Played 24/7 role as spokesperson and media relations resource for White House Press Corp, political and policy media, foreign press, in-market media and interests-driven press.

- **Orchestrated and conducted media interviews**, as well as arranged and prepared interviews with President, Vice President, and senior campaign, White House and administration officials.

**Deputy Assistant Secretary for Public Affairs
US Department of Housing & Urban Development**

 1989-1992
Washington, DC

Managed daily operations of Office of Public Affairs, including media relations, public affairs and executive support including speechwriting, travel advance, and onsite detail role, in support of the policies, programs, and priorities of Secretary Jack Kemp.

- **Supported Secretary's drive for compassionate and consistent national housing policy**, urban investment and opportunity, and individual empowerment through homeownership and housing support for low-income and disadvantaged communities.

Credentials
Yale University | Bachelor of Arts Degree, English Literature

Volunteer, financial contributor, and board/executive committee member in support of myriad nonprofit organizations/causes:

- Gilda's Club of Northern New Jersey (Board President)
- Housing Forward (largest housing and homeless services agency in Cook County Illinois)
- Boys & Girls Club
- Rush Oak Park Hospital
- The Perry School Restoration
- Higher Achievement Enrichment Program
- Youth Sports League
- Yale Alumni Schools Committee
- Yale Club of Michigan