

Strategic Communications & Change Expert | Culture & Organizational Transformation Leader

A hybrid strategic communicator, certified change management practitioner, and experienced content strategist with 20+ years of experience, including a decade as Communications Director. Known for earning the trust of C-suite leaders by advising on communication strategy that elevates engagement, inspires change, and supports business objectives. Skilled in guiding teams through transformation, crafting nuanced messaging across diverse industries, aligning change and communication strategies for lasting impact, and fostering inclusion through active listening and empathy.

CORE EXPERTISE

Executive & Leadership Communications | Change Management | Internal & External Communications Strategy | Empathic Leadership & Active Listening | M&A & Integration Communications | Digital & Content Strategy | Stakeholder Engagement | Employee Experience & Culture | Crisis & Benefits Communications | Organizational Development | Research-Driven Messaging | Technology-Enabled Communication | Visionary Problem Solving | Creative Thinking | Media & Vendor Relations

PROFESSIONAL EXPERIENCE

Communications Lead (Contract) | ACGME | July 2024-Sep 2024

- Developed a comprehensive communications roadmap and initial training component to support a nonprofit's digital transformation initiative.
- Crafted a compelling leadership sponsor narrative and change champion invitation to secure key stakeholder buy-in and engagement. *"Don in a very short time supported development of a detailed communication plan and critical stakeholder communications, brought a lot of knowledge about change management, and made strong contributions to the strategy for change champions."* (Director, Digital Transformation Enablement)
- Designed a SharePoint landing page incorporating AI-driven narratives to facilitate knowledge-sharing rollout and user adoption.

Communications and Change Management Consultant (Contract) | Optum | Oct 2023-Mar 2024

- Led change communications for acquired healthcare businesses, creating onboarding content and job aids to support 100+ new hires and ensure smooth integration.
- Developed ADKAR-based survey to assess employee sentiment and guide targeted change interventions. *"Don is a great communications and instructional designer, focused on PROSCI change management methodology. His positivity and willingness to connect with business partners is something we should all strive for, with an eye for making transition feel OK."* (Sr. Training Consultant, Comms & Tech Process)

Change Management and Communications Manager (Contract) | W.L. Gore & Assoc. | Nov 2021-Sep 2022

- Developed and implemented a compelling change narrative and integrated communication strategy, resulting in 100% commitment to change adoption among 200+ Medical Products employees.
- Led a 9-month ADKAR-based roadmap and messaging sessions for global Medical Products outsourcing, ensuring timely communication to stakeholders and cultivating positive relationships with impacted agency partners throughout the transition. *"Don's experience in communications and change management was tremendously valuable as we explored alternatives to our agency outsourcing model, and he was able to contribute at both strategic and executional levels."* (Global Marketing Operations Leader)
- Established a Thought Leadership Council and developed targeted communications for leaders, Town Hall presentations, and relationship manager "snapshots" to foster support and reduce resistance.

Communications Director | Mid-America Carpenters Regional Council | Jun 2009-Mar 2019

- Pioneered the Council's first integrated communications function, aligning messaging with labor relations goals and implementing a scalable, multichannel strategy that reached 40,000+ members across 3 states. *"Through your efforts and expertise, the Regional Council was able to elevate its communications to members and the general public beyond expectations during one of the most challenging times in the Union's history."* (Council President)

- Led content strategy, development, and governance for website, social media, mobile app, and digital magazine, boosting web traffic from 400 to 4,000 monthly and driving sustained multichannel engagement.
- Launched a branded mobile app and digital magazine to engage remote workers; app gained 150+ downloads and magazine reached ~500 subscribers. Created a Trade Show Thought Exchange to survey show exhibitors about prohibitive trade show costs, leveraging the data in negotiations with the industry, city, and courts.
- Developed and executed communications for the union president and senior leadership, supporting organizational change, mitigating conflict, and enhancing member engagement during a challenging period. Ghostwrote 40 articles under the president's byline for the member newsletter, reaching 40,000+ members.
- Promoted Emmy-nominated Built to Last® TV series sustainable construction and energy training.

ADDITIONAL EXPERIENCE

Communications and Proposals Manager | LaSalle Investment Management

- Managed Client Services team and three direct reports; drove client engagement and coordinated with Fund and Sales teams to secure \$4B in global real estate investments via strategic RFP/RFI execution.
- Developed and implemented a "gold standard" proposal template, improving response time and accuracy.

Marketing Communications Consultant | JPMorgan Chase

- Wrote executive customer communications for Chase/Bank One merger, signed by regional leaders and highlighting more products and services with no fee increases in Canada, the UK, and U.S.
- Created call center talking points and internal/external communications to support sales success and employee alignment during the merger.

Communications Consultant | Accenture

- Created metrics-driven pulse surveys in collaboration with senior leaders to assess employee understanding, change adoption, and effectiveness across five years of transformation; analyzed responses and escalated key concerns and trends to the Change Management Director.
- Managed global Q&A communications portal for 75,000 employees, collaborating with Accenture SMEs across functions to facilitate information flow, assess impact, and address enterprise-wide concerns.
- Authored best-practice narratives supporting change initiatives and a "Great Place to Work" cultural program.

VOLUNTEER LEADERSHIP

Executive Committee, Director of Social Impact | Community Action Committee | Nov 2023-Current

Lead communications messaging and content strategy, including website design, social media management, and narrative development. Create research-driven content that promotes community engagement, advances equity, and supports organizational goals.

State Council Chair, Advocacy Team Lead | Humane World for Animals | Oct 2015-Oct 2021

Designed statewide engagement campaigns; recognized with state and national honors for strategic impact. *"The successes we experienced during my tenure can largely be attributed to Don's dedication, talent, and leadership within our team and statewide communities, driving engagement, education, and inclusion."* (Sr. State Director)

EDUCATION

- Bachelor of Philosophy in Communication | Northwestern University
- Certificate: Sustainability & Behavior Change | University of California, San Diego
- Certificate: Corporate Communications (Change, Crisis) | Cornell University

CERTIFICATION

- Change Management Practitioner (CCMP) | Prosci®

TOOLS & PLATFORMS

SharePoint | Microsoft 365 Suite | Teams | Adobe Creative Cloud | Slack | Zoom | Canva | Google Workspace | Google Analytics | Meta Business Suite (Insights & Ads Manager) | Mailchimp | SurveyMonkey | WordPress | Synthesia | Change Management Systems (Prosci/ADKAR)