

JEN EDWARDS

CORPORATE COMMUNICATIONS

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Executive Summary

I specialize in strategic corporate communications, executive communications, change communications, and merger & acquisitions communications, covering both internal and external audiences. I have successfully produced and managed multiple communications deliverables, such as presentations, scripts, blogs, talking points, branding, newsletters, videos, and All Hands events, using various tools and platforms. I am passionate about telling compelling stories that showcase the culture, innovation, and impact for my clients, and that inspire and empower their employees, customers, partners, and media.

Key Skills

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|---------------------------------|-----------------------------------|-------------------------------|-------------------------|
| ✓ Executive Communications | ✓ Change Communications | ✓ Diversity & Inclusion Comms | ✓ Digital Marketing |
| ✓ Internal Communications | ✓ Video Scripting | ✓ Security Sales & IT Comms | ✓ Program Management |
| ✓ Employee/HR Communications | ✓ M&A Acquisition Communications | ✓ Marketing Communications | ✓ Professional Services |
| ✓ SharePoint Smartsheet Tools | ✓ Verint & Qualtrics Survey Tools | ✓ WordPress Tool | ✓ Six Sigma Greenbelt |

Professional Experience

Blue Mountain Communications Consulting | Corporate Communications & Integrated Marketing

December 2016 – Present

- Establish overall executive and internal communications strategies and programs for corporate global functions. Marketing professional with experience in digital asset collateral, podcasts, and videos.
- Areas: Security Sales, Partner, Customer Experience, Operations, IoT Sales, IT Mergers & Acquisitions, Communications and Change, Diversity & Inclusion, Marketing Communications.

Consulting Clients:

- | | |
|----------------------------|-------------------|
| • Cisco Systems | • Accenture |
| • Thermo Fisher Scientific | • NetApp |
| • VMware | • Hitachi Vantara |
| • Flex | • Terumo BCT |

Cisco Systems, Inc | Executive Communications Consultant

Groups: Security | Sales Enablement | IT Communications | Procurement & Operations | CX

January 2017 – August 2023

- Responsible for several program and executive communications across various internal functions, including producing All Hands and AMAs, newsletters, videos, quarterly communications plans, PowerPoint presentations, and sales enablement communications.
- Work with several internal groups and stakeholders across Cisco to drive communications outcomes and deliver relevant communications to impacted stakeholders.
- Design, develop and write content for SharePoint sites, building community between executives and their teams.

Thermo Fisher Scientific | IT Mergers & Acquisitions Communications Consultant

October 2022 – March 2023

- Key communications leader working with IT stakeholders to cull content for leadership meetings. Created executive PowerPoint presentations and managed monthly updates.
- Designed IT M&A SharePoint site and supporting pages, created new Integration-to-PO process site.

VMware | Communications & Change Consultant

April 2020 – February 2022

- Developed and executed an internal communications strategy for a critical transformation initiative that aligned to company values and strategy, driving team member engagement.
- Collaborated with key players to identify opportunities and provide messaging to diverse stakeholder groups within the organization.

Flex | HR Communications Consultant, Diversity, Equity & Inclusion

March 2021 – October 2021

- Single point of contact into the Global HR organization, providing integrated marketing and communications strategic leadership and hands-on contribution for internal and external programs.
- Included compensation, total rewards, talent management, learning and development, recruitment, and overall culture communications.
- Intranet updates and external .com site updates.

Accenture | Senior Marketing Communications Consultant

May 2018 – January 2021

- Responsible for internal communications planning for new way of working initiative. Included cross-collaboration and coordination to industry and geo level SMEs.
- Worked with several creative agencies across time zones to drive marketing assets, podcasts and videos.
- Created and managed social media presence “Circle” and “Collections” sites, managed WordPress sites, packaged marketing program assets and sales enablement materials, communicated global key deliverables to geos.

NetApp | Executive Communications Consultant, Cloud Infrastructure Business Unit

January 2018 – August 2018

- Communications lead for Cloud Infrastructure Business Unit. Prepared All Hands meetings, Senior Leadership meetings, Financial Analyst Day, Insight Vegas & Insight Barcelona presentations, talking points and communications.
- Primary liaison to executive, key stakeholders, and the broader corporate communications community.

Hitachi Vantara | Senior Executive Communications Consultant, Human Resources

January 2016 – July 2017

- Supported Chief Human Resources Officer (CHRO) with executive communications driving thought-leadership internally across the organization and externally through social media channels.
- Collaborated with teams across HR to deliver Hitachi Vantara’s HR strategy, key program updates and strategic communications across multiple vehicles and channels, including performance review program, total rewards, annual company survey, and benefits communications.

Terumo BCT | Head of Global Internal Communications, Human Resources

September 2014 – January 2016 (consulted January – March 2016)

- Global Internal Communications Leader responsible for the planning and execution of company-wide strategic internal communications campaigns, global news channels and video, employee events, global awards, community initiatives, and intranet site development in alignment with Terumo BCT’s mission, vision, values, and brand.
- Created compelling company story-telling working alongside CEO and executives across the globe to highlight key leadership communications via quarterly intranet blog. Created feedback mechanism to track and action employee feedback.
- Managed internal communications staff, budget, agency, and videographer.

VMware | Senior Communications Manager: Global Education | Global Technical Operations | Renewals & Professional Services

January 2012 – August 2014

- Responsible for global communications strategy, planning, and day to day communications messaging and vehicles.
- Wrote and implemented quarterly communications plans for each group including executive communications plan, global vehicle placement, regional vehicle placement, video, internal web content and design, quarterly rewards & recognition, and quarterly All Hands presentations.
- Highly collaborative role with many stakeholders. Projects included new program development, building and driving new branding, new program web launches, and working with the creative agency to drive alignment on graphics and program logos.
- Supported new product development launches and Merger and Acquisitions communications.

GE Access | Senior Channel Marketing Program Manager, Oracle Business Group

October 2000 – October 2003

- Managed marketing communications, research and development, technical sales operations, field sales and Oracle employees to help drive revenue for GE Access and Oracle.
- Delivered strategic business plan and implemented tactics to secure fulfillment of Rebate Program earning GE Access over \$2 Million.
- Developed training tools, led training sessions for technical sales operations, and drove awareness into the channel which resulted in 200% increased booked sales for Oracle.
- Led cross-departmental marketing launch teams to coordinate sales meetings, marketing collateral, messaging, brand awareness, and new strategic initiatives.

Education

Master of Arts (M.A.) Communication Studies – University of Colorado, Denver
Nepal Study Abroad Winter Term

Bachelor of Arts (B.A.) Corporate/Organizational Communication – Northern Illinois University,
Cum Laude

Memberships and Honors

- Cisco Connected Recognition Honor
- Terumo Raising the Bar Recognition
- VMware Drive Award
- Six Sigma Greenbelt Certified
- GE Access Key Talent, GE Access Job Well Done Award, Corporate Contributions Committee
- NIU Women In Communications Award, NIU Student of the Year Award: Communication Studies

Professional Training

- Blanchard's Leading at a Higher Level
- Project Management Essentials Training
- Crucial Conversations Training
- GE Six Sigma Quality Tools and Techniques
- GE Six Sigma Change Acceleration Process (CAP)
- WordPress, Smartsheet
- Verint & Qualtrics survey tool
- SharePoint site platforms