

DOUGLAS ROZMAN

Corporate Communications Leader

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SUMMARY

Innovative and proactive senior leader with deep expertise in brand reputation and integrated communications leveraging storytelling, thought leadership, digital/social media and measurement. Experienced with top B2B and B2C brands in financial services, automotive and manufacturing. Unique skill-set covers PR/media, employee communications/engagement, CSR, branding and events. Hands-on team-builder that achieves results through influence and inspiration. Skilled at building and leading high-performing teams and PR agency accounts, optimizing communication functions, and cultivating productive relationships with internal and external stakeholders.

EXPERIENCE

CommuniVation Consulting

Managing Principal

📅 2017 - Present

Delivering strategic communications support to B2B and B2C enterprises in fin-tech, technology and financial services.

- Providing storytelling counsel, content development and thought leadership strategies to an app-based fin-tech company.
- Led global PR for a large Chinese enterprise; developed new corporate narrative, digital strategy and launched the U.S. charitable foundation.
- Created an innovative consulting model that aligned employee engagement with internal communications and business outcomes.

HSBC Bank USA

SVP, Head of Communications

📅 2014 - 2016

Ran all external and internal communications for corporate and business units. Modernized and up-leveled the function. Led the Bank's strategy and change communications. Executive committee member and sponsor of employee resource group for Millennials.

- Created new corporate narrative and social media strategy that increased proactive outreach by 12% and positive coverage by 20%.
- Designed thought leadership program to differentiate the bank's research analysts leading to over 100 stories and 20 TV appearances.
- Led development of CEO's 'Growing Profitably Together' strategy and communications plan that increased employee understanding to 92%.
- Built new marketing program that streamlined corporate messaging to client facing staff enabling improved customer satisfaction.
- Led investment of \$20 million in new charitable funding to community partners better aligned with societal and employee preferences.
- Handled extensive crisis PR programs including #SwissLeaks, a global attack by the International Consortium of Investigative Journalists (ICIJ).
- Completed HSBC's elite Sustainability Leaders Program in Borneo.

STRENGTHS

- ✓ Advancing and protecting brand reputation
- ✓ Proactive PR and media relations programs
- ✓ Improving employee and leader engagement
- ✓ Compelling narratives and creative storytelling
- ✓ Integrated digital and social media positioning
- ✓ Differentiating thought leadership content
- ✓ Community engagement and CSR programs
- ✓ Strategic crisis counsel and crisis prevention
- ✓ Corporate transformation and change management

AFFILIATIONS

New York University

Adjunct Professor

📅 2012 - Ongoing

Active adjunct in the M.S. in PR and Corporate Communications program and a thesis adviser. Teach courses in Strategic Communications, Employee Engagement and Ethics.

EXPERIENCE

BNY Mellon/Pershing

Head of Corporate Communications

📅 2011 - 2014

Led public relations, internal communications and CSR globally for this \$1.8 trillion in assets leader in technology and securities services.

- Led a 330% increase in media coverage through expanded programs, broadened media targets, thought leadership and social media.
- Improved overall satisfaction with internal communication by 15%.
- Drove transformation of firm's annual INSITE client conference into a pre-eminent media and press event showcasing thought leadership.

CIT Group, Inc.

SVP, Director of Corporate Communications

📅 2006 - 2008

Headed global PR/media relations, internal/executive communications and investor relations for this leading commercial finance company.

- Developed reputation PR program to promote CIT's new strategy, including global messaging, social media and thought leadership.
- Led integrated launch of new 'Capital Redefined' brand that increased employee understanding by 20% and differentiated CIT externally.
- Increased effectiveness and relevancy of internal communications by 20% through an engagement-focused strategy.
- Directed middle-market thought leadership study with 'The Economist'. Developed white paper and rolled-out campaign to stakeholders.

TD Bank/TD Waterhouse

Head of Communications

📅 2002 - 2006

Led public relations, internal communications and CSR for this leader in securities brokerage services and technology-based financial services.

- Developed investor advocacy program that influenced reform of SEC rules on financial advice that led to adoption of the 'fiduciary' standard.
- External brand reputation initiatives boosted media coverage by 240%.
- Improved employee satisfaction with internal communications by 40%.
- Built new, innovative CSR function supporting disadvantaged youth.

DaimlerChrysler Services AG

Senior Manager, Global Communications

📅 1999 - 2002

Headed Brand PR and employee communications for this new global financial services company in Berlin, Germany. Launched brand and led post-merger employee communications. Also ran marketing for Daimler-Chrysler Capital, and PR for the IPO of fin-tech start-up, giggo.com.

MasterCard Worldwide

Media Relations Director

📅 1997 - 1999

Responsible for all product and services PR. Was lead media spokesman with top-tier business and trade media. Led large-scale, proactive media programs including launching debit card liability coverage, the premium WorldCard and the "Priceless" advertising campaign.

AFFILIATIONS

National Eagle Scout Association (NESAs)

Lifetime Member

NESA helps to transform the lives of scouts through the tenets of leadership, character development, citizenship, and physical fitness.

T.A.P.S., Washington, DC

Board Member

📅 2015 - 2017

T.A.P.S. offers compassionate care to America's military families grieving the loss of a loved one.

Junior Achievement New York

Board Member

📅 2015 - 2017

JA's programs seek to inspire and prepare young people (K-12) to succeed in a global economy.

DEVELOPMENT

Harvard Program on Negotiation

HSBC Sustainability Leaders Program

Disney Leadership Excellence Program

EDUCATION

New York University

Public Relations Certificate

University of Connecticut

Bachelor of Arts, Communications

PERSONAL

📍 **Traveled to 50 countries and 200 cities around the world including hiking to the Annapurna Base Camp in Nepal at 14,000 feet.**