

Kent Wissinger

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Profile

Strategic leader with deep experience managing both external and internal communications, media relations, marketing, and digital/social communications. Developed and implemented successful communication and marketing initiatives in government, private sector, not-for-profit space, and regulated environments.

Experience

2021 to Present

SIG Combibloc – Communications Manager, U.S. & Canada

Oversee a comprehensive communication plan for the U.S. and Canada markets including external and internal communications programs. Promoting SIG's products, services, and commitment to sustainability through media engagement, community outreach, sponsorships, and marketing communications support. Additionally, I partner with communications counterparts in multiple countries on content creation for internal and external audiences.

2020 to Present

University of Delaware – Adjunct Instructor

Teaching and designing curriculum for a master's program in Strategic Communication. Designed a master's course in Public Relations Management. Certified in online teaching strategies.

2012–2019

Wilmington Trust – V.P., Corporate Communications Manager

As corporate communications manager for Wilmington Trust, the wealth and investment management arm of M&T Bank, I coordinated national, international, and regional external communications, managed staff and PR agencies, resolved reputational issues and crises, as well as:

- Dramatically increased national and trade media coverage
- Worked regularly with journalists at Wall Street Journal, Barron's, Bloomberg, New York Times, Reuters, CNBC, and many more
- Supported brand communication initiatives through media outreach
- Served as strategic counselor for business line leaders
- Managed online communications channels including social media and newsroom
- Wrote news releases, speeches, and feature articles

2007–2012

M&T Bank – V.P., Corporate Communications Regional Manager

As communications manager for the Pennsylvania market, I coordinated strategic communication efforts with regional presidents, served as bank spokesman with state and national media, managed staff, organized public affairs forums and community events with regional teams, and:

- Managed reputational crises in market and nationally
- Acted as public relations counselor for senior bank officials
- Wrote speeches for senior executives
- Developed highly-successful online newsroom for bank
- Managed national media inquiries about student lending, education, and leasing
- Developed communication and marketing materials for regional teams

2006–2007

Harrisburg Symphony – Director of Public Relations & Marketing

Created a highly successful communications and marketing program for the symphony through inventive promotions and advertising, as well as by building strong relationships with art and culture journalists. Managed advertising agency, and developed creative content including direct mail, news releases, concert posters, and print advertisements, as well as:

- Managed website content and marketing e-mail campaign
- Oversaw redesign of symphony's website
- Coordinated community outreach programs in local schools
- Worked with executive board to advance goals of the symphony

2003–2006	Pennsylvania House of Representatives — PR Manager Managed statewide information campaigns, served as counselor and spokesman for state House members, organized news conferences, managed crises, and developed content including newsletters, news releases, opinion and feature articles, and some really terrific speeches, as well as: <ul style="list-style-type: none">• Oversaw regional communications staff• Liaised with senate and staff counterparts on events and community outreach• Organized and managed editorial board meetings across the state• Managed online content for member websites
2002–2003	Pennsylvania Department of Revenue — Press Secretary Oversaw statewide communications and marketing efforts for the agency. Served as agency spokesman, counseled Revenue Secretary and senior staff, managed Press Office staff, directed the development of media and marketing materials, and was chief editor of all agency tax forms and publications. Other duties included: <ul style="list-style-type: none">• Launched highly successful statewide public information campaign• Served as Right To Know Official for department• Coordinated with legal department on individual and corporate tax issues• Liaised with governor’s office on joint initiatives• Wrote speeches for Secretary of Revenue and deputy secretaries
1999–2002	Congressman George W. Gekas — Press Secretary Oversaw all external communications for congressional office, served as spokesman and counselor to senior member of Congress, worked regularly with top political correspondents at national and international news outlets, organized public affairs and press events, served as liaison to federal agencies and advocacy groups, and promoted legislative agenda to interest groups, media, and constituents. Additional responsibilities included: <ul style="list-style-type: none">• Managed communications for two Judiciary subcommittees• Managed communications for Congressional Biomedical Research Caucus• Wrote news releases, media advisories, and speeches• Developed the congressman’s Web site, which was the first congressional website specifically designed with functionality for the visually impaired

Education

2005	American University , Washington, DC M.A. Strategic Communications
1997	Millersville University , Millersville, Pennsylvania B.S. Public Relations with English Minor

Leadership

2018–Present	Member, Investment Committee Public Relations Society of America
2018–Present	Member, Board of Directors PRSA – Delaware Chapter & Mid-Atlantic District
2011–2020	National Chair, Executive Committee PRSA – Financial Communications Section
2009–2012	President, Board of Directors Harrisburg Downtown Improvement District, Harrisburg PA
2009–2012	Marketing Chair, Board of Directors Market Square Concerts, Harrisburg PA

Computer Skills

PC & Mac Proficiency: Microsoft Office, Photoshop, InDesign, Premiere, Acrobat, content management systems, social media management