

# THOMAS SCHAFFNER

COMMUNICATIONS LEADER

## CONTACT



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Collegeville, PA 19426

## SKILLS

- Corporate, External, Internal & Executive Communications
- Public and Media Relations
- Social Media
- Staff Leadership
- Crisis & Change Management
- Strategic Planning, Branding & Messaging
- Writing & Copy Editing
- Employee & Customer Engagement
- Marketing, Campaign & Event Management

## RELEVANT LINKS

### LinkedIn:

[www.linkedin.com/in/tomschaffner](https://www.linkedin.com/in/tomschaffner)

### Portfolio:

<https://tomschaffner.com>

## EXPERIENCE

November 2023 - Present

### Marketing Communications Manager

ATRIO Health Plans, Salem, OR

- Create executive, customer, partner and internal communications and supporting collateral (e.g., newsletters, messaging, press releases) to promote awareness of and engagement with the organization.
- Collaborate with internal partners (HR, Customer Service, IT, Sales, Employee Engagement) to ensure clear communication of company priorities, member and employee information and its value within the company.
- Manage the company's social media channels, strategy, write content and provide media analysis to leadership.

### Achievements

- Created and currently implementing the 2024 communications plan to define strategies, align corporate goals and messaging with timelines and priorities for projects and initiatives throughout the year.

November 2020 - November 2023

### Senior Advisor, Change Management & Communications

Cigna, Bloomfield, CT

- Led change management planning, strategy, implementation and recommendations to leadership to support employee adoption of technologies, process changes and organization restructuring.
- Created and managed communications plans to support change and project management strategies, including the development of messaging, executive and employee communications and presentations, talking points, FAQs, stakeholder interviews and crisis impact analysis and training support.

### Achievements:

- Created change management support and strategy planning to leadership teams developing Agile methodology in their processes; leadership communications and project plan to increase their visibility and support of teams throughout the project.
- Extensive change management and communication support to the organization's business units in building employee, team and manager awareness of new technologies and processes.

January 2011 - January 2020

### Director of Corporate Communications

Optum/United Health Group (formerly Executive Health Resources), Newtown Square, PA

- Accountable for the creation of all internal, external, customer and crisis communications; developed content for the organization's Web sites, social media and customer newsletters; led branding and public relations efforts.

- Media relations representative to trade, national and key media outlets.
- Managed a team of communications professionals, including strategic development, budget planning and customer education programs.
- Led the execution of employee events and engagement, leadership town halls and culture management programs.
- Provided marketing guidance on customer-facing initiatives, including branding and product campaigns and customer user group engagement.

**Achievements:**

- Increased company's media hits and social media presence by 62%.
- Created customer campaign to deliver targeted product and thought leadership materials to customer sites to promote business initiatives, helping to increase customer Net Promoter Scores by 51% over three years. My customer engagement program was adopted by all of the business units.
- Led the educational planning and implementation of Optum's largest customer event; successfully increased attendance by 120% at event's annual customer meeting over a three-year period.
- Executed the successful rebranding of legacy products and services to Optum customers.
- Increased employee participation in social responsibility campaign by 61%.

January 2008 - January 2011

**Public Relations Manager**

Siemens Healthcare, Malvern, PA

- Implemented the global public relations and media relations programs for the company's medical imaging equipment, oncology, clinical education and customer service businesses.
- Spearheaded the creation of crisis communications and media training; created press releases, product profiles, video news release scripts and talking points; coordinated media briefings.
- Increased media presence at Siemens' innovations pavilion at the industry's largest radiology conference (60,000 attendees) by 72% over three years.

May 2002 - January 2008

**Editor in Chief/Editorial Director**

Valley Forge Publishing Group, Norristown, PA

- Directed editorial content, design and production for multiple award-winning print and online publications.
- Managed staff of editors, graphic designers and freelance writers.
- Created reader surveys, press releases, Webcasts and marketing/media kits.

January 1998 - February 2002

**Managing Editor**

101 Communications (formerly Boucher Communications), Fort Washington, PA

- Led the editorial and production teams in producing multiple award-winning print and online publications, Web sites and newsletters.
- Managed staff of four editors and 10 freelance writers.
- Reduced budget cost and production time by consolidating four internal business areas into one unit.

## EDUCATION

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### **Bachelor of Arts (B.A.) in Journalism**

Pennsylvania State University, University Park, PA

## CERTIFICATIONS

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- Prosci-certified Change Manger (2022)
- Agile Change Agent (2021)
- Certified SAFe 5 Lean Portfolio Manager (2021)
- Pragmatic Marketing Certification IV (2016)

## AWARDS

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- **American Society of Business Publication Editors:** Radiology Directory (2005-2007); Cover Design (1998, 2000, 2005, 2007, 2008); Case History (1999); New Web Publication (2005); Opening Page/Spread (2005-2008); Individual/Organization Profile (2007)
- **Trade Association Business Publications International:** b2b Web Site (2008); Single Issue (2004); Cover (2004, 2005, 2007, 2008); Opening Page/Spread (2005, 2007, 2008); Department (2008); Radiology Directory (2006)
- **Association for Publication Excellence:** Profile (2005); Technical Article (2006); Newsletter (2005); Cover (2007); Radiology Directory (2006, 2007)
- **American Society of Healthcare Publication Editors:** Case Study (2006); Radiology Directory (2006, 2007); Cover (2005-2008); Spread (2007, 2008)
- **PRSourceCode Award** for Siemens Healthcare U.S. as a top public relations team in the technology industry and first in the healthcare sector (2010)
- **Medical Marketing & Media Award** for innovation in producing media exposure via an online auction to benefit the Children's Health Fund (2009)
- **Siemens Communications Award** (awarded across the global organization) for team collaboration and creativity in promoting the Siemens brand (2008)

## AFFILIATIONS

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- Society of Professional Journalists
- Public Relations Society of America
- Kappa Sigma Fraternity