



Communications Leader Thomas Schaffner

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<https://tomschaffner.com/> (portfolio)

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Professional Background

About Me



I am an award-winning writer and communications leader with a history of delivering proven results in messaging, branding and content creation for organizations of all sizes. With a background in communications, public relations, marketing and change management, I have created and successfully implemented communications plans and campaigns for all types of audiences in multiple media settings.

As both a former member of the media and a company representative to the media, I have a unique perspective on how information is best delivered to employees, consumers and organizations with optimal results.

In addition, I have led internal teams and advised company leadership in media and communications best practices, created and managed employee and customer engagement programs, and established key messaging and brand within and outside of the organization.

The following presentation is designed to showcase my professional experience and highlight some examples of my work throughout my career.

Professional Experience

Corporate Communications Manager

ATRIO Health Plans (Nov. 2023 – Present)

Sr. Advisor, Change Management & Communications

Cigna (Nov. 2020 – Nov. 2023)

Director of Corporate Communications

Optum/United Health Group

(formerly Executive Health Resources)

(Jan. 2011 – Jan. 2020)

Public Relations Manager

Siemens Healthcare (Jan. 2008 – Jan. 2011)

Editor in Chief/Editorial Director

Valley Forge Publishing Group

(May 2002 – Jan. 2008)

Corporate, Internal, External &
Executive Communications

Strategic Communications Planning,
Branding & Messaging

Public & Media Relations

Employee & Customer Engagement

Web Site & Social Media Content

Crisis & Change Management

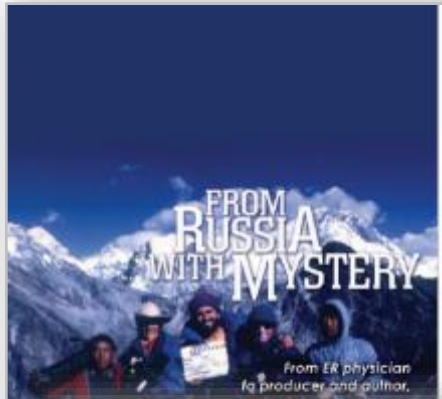
Writing & Copyediting

Staff Leadership

Marketing, Campaign &
Event Management

To view my full resume, please click [here](#).

Award-Winning Writer



To view writing samples, visit <https://tomschaffner.com/media-portfolio/>



Awards & Recognitions



American Society of Business Publication Editors Awards: Radiology Directory (2005-2007); Cover Design (1998, 2000, 2005, 2007, 2008); Case History (1999); New Web Publication (2005); Opening Page/Spread (2005-2008); Individual Profile (2007)



American Society of Healthcare Publication Editors Awards: Case Study (2006); Radiology Directory (2006, 2007); Cover (2005-2008); Opening Spread (2007, 2008)



Association for Publication Excellence (APEX) Awards: Profile Article (2005); Technical Article (2006); Newsletter (2005); Cover (2007); Annual Radiology Directory (2006, 2007)



Medical Marketing & Media Award for marketing communications innovation in producing media exposure through an online auction benefitting the Children's Health Fund (2009)

Awards & Recognitions (continued)



Optum (United Health Group) Inspire Marketing Award (Finalist) for the successful Optum360 rebranding campaign for the business unit (2019)



PRSourceCode Award for Siemens Healthcare U.S. as one of the top corporate public relations teams in the technology industry, as well as top honors in the healthcare sector (2010)

The Siemens logo, consisting of the word "SIEMENS" in a bold, teal, sans-serif font.

Siemens Communications Award (awarded across the global organization) for team collaboration and creativity in promoting the Siemens brand (2008)



Trade Association Business Publications International Awards: b2b Web Site (2008); Single Issue (2004); Cover (2004, 2005, 2007, 2008); Opening Page/Spread (2005, 2007, 2008); Department (2008); Radiology Directory (2006)

Technical & Workplace Skills

Creativity and Connectivity

- Gemini AI
- Microsoft Office
- Adobe Pro / Creative Cloud
- Sharepoint
- Salesforce
- Cision
- Associated Press style
- WebEx
- Zoom
- Skype
- Microsoft Teams / Power BI

Web CMS and Desktop Publishing

- Web Content Management Systems
- Umbraco
- Dreamweaver
- Weebly
- WordPress
- QuarkXPress

Social Media Platforms:



Certifications



AI Essentials Specialization (2025)

– Works across roles and industries in essential AI skills as an introduction to AI, how to maximize productivity, write effective prompts, conduct responsible AI and stay ahead of evolving technology.



Social Media Content and Strategy (2025)

– Focuses on social media content creation, visuals, messaging, and smart scheduling strategies, design best practices, including layout, brand consistency, and creative workflows.



Prosci Change Practitioner (2022)

– Teaches how to drive successful change initiative, create a functional change management strategy and plans, and to enable individual change and achieve organizational results.



Agile Change Agent (2021)

– Benchmarks the ability to scope, plan and manage Agile change initiatives effectively and deliver projects in organizations that require standards, rigor and visibility around the Agile framework.



Pragmatic Marketing Certification (2020)

– Validates expertise in product management and marketing, emphasizing practical skills and actionable strategies for navigating the complexities of product lifecycle management.

Internal Communications

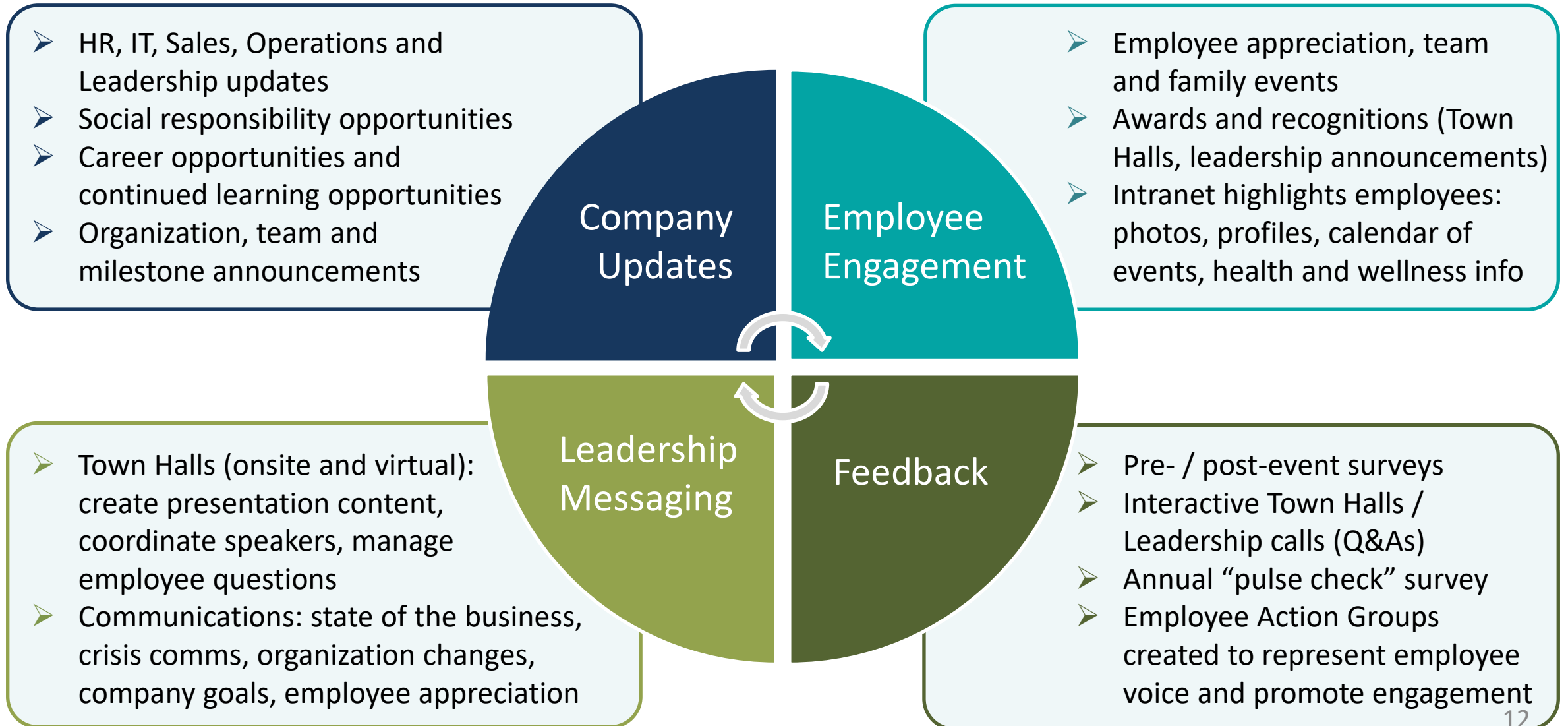


14 Years' Experience

- Corporate Communications
- Leadership / Manager Communications
- HR Communications
- IT Communications
- Change Management
- Employee Engagement
- Culture Programs
- Social Responsibility
- Intranet Content
- Employee Newsletters
- Town Halls
- Event Management

Employee Communications

Responsible for all aspects of internal communications, employee engagement and promotion of company initiatives.

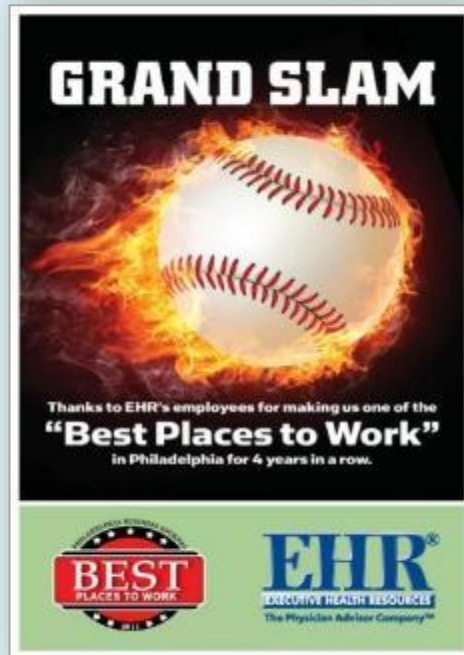


Employee Appreciation Event Management

Examples of appreciation events and programs I led for the company for both onsite and remote employees.

“Best Places to Work” Award

Celebration for 4 consecutive years of the award with a luncheon, raffles and giveaways



Employee Golf Outing

Annual gathering for employees and family members for a day of golf



Employees and Families Carnival

Annual event with food, games, raffles, giveaways, music and kids' rides



Biometric Health Screenings

Promotion and set-up for employees to get free in-house medical screenings



Social Responsibility Program Management

Social responsibility program examples I organized and implemented for the company's onsite and remote employees.

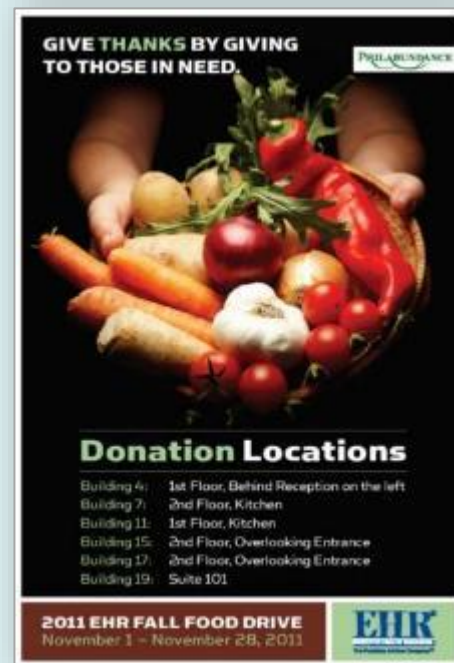
Operation Gratitude

Candy, clothes, written cards and fun items collected for U.S. troops stationed overseas



Philabundance Food Drive

Annual event to provide canned food for the homeless and underprivileged



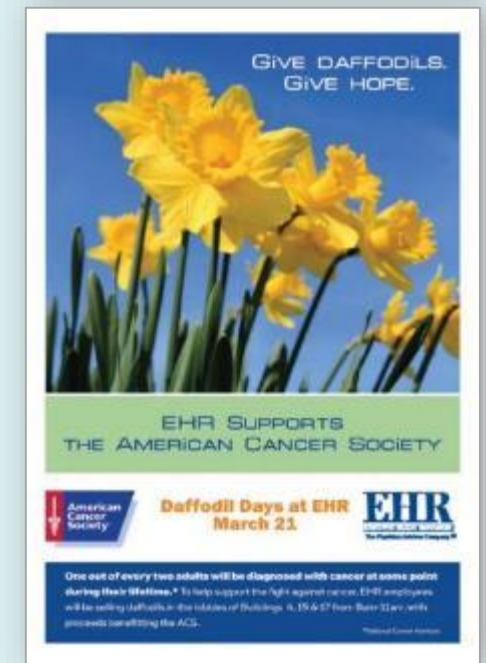
Multi-Charity Support

Led efforts for our UHG business, where employees support favorite charities.



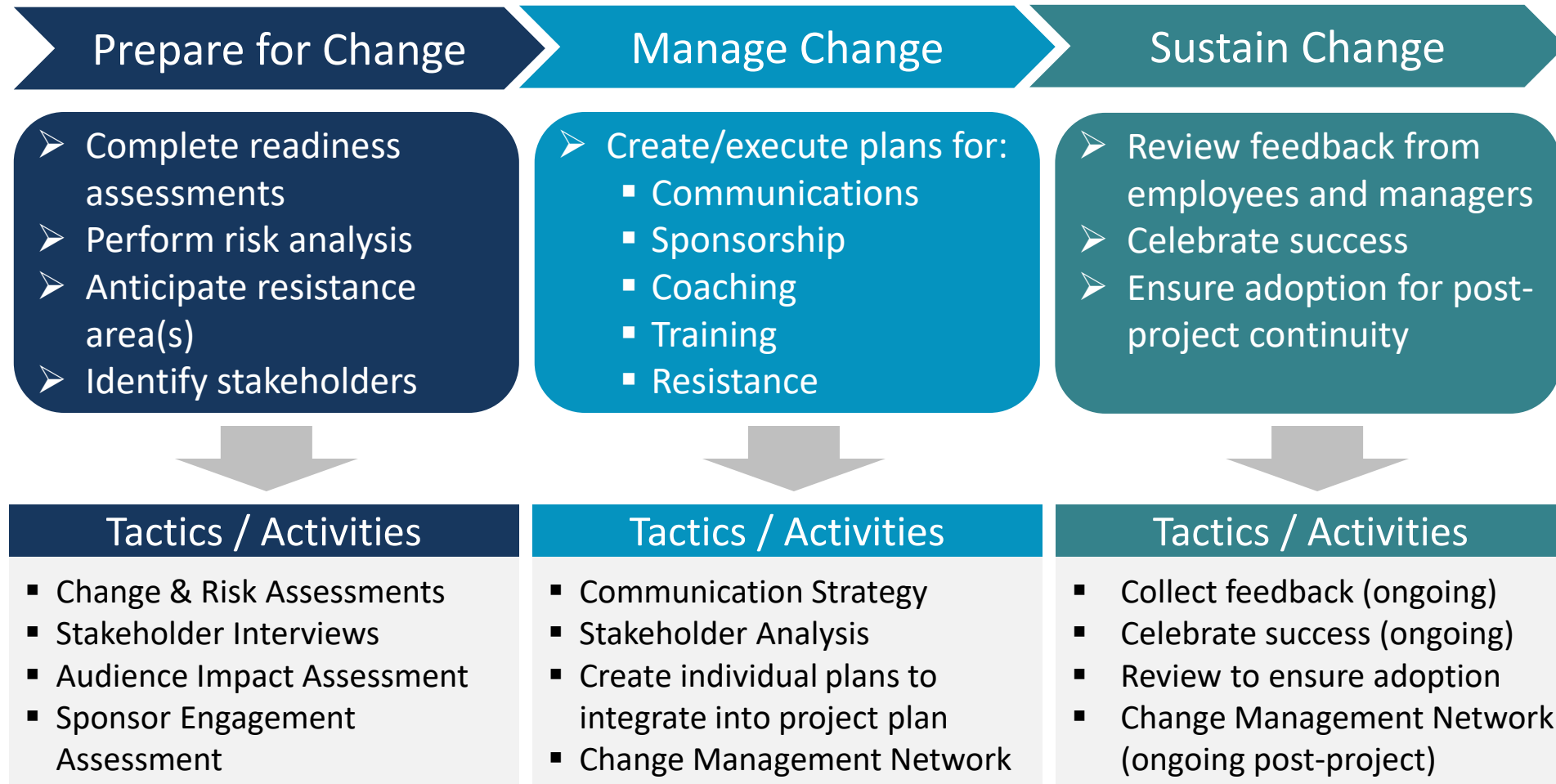
American Cancer Society

Employees purchased flowers in our offices, benefitting the American Cancer Society.



Change Management – Cigna

Working with internal teams, I created and implemented plans to help employees understand the reasons for transition or transformation within the organization and adopt these changes into their daily work. This includes resistance to new technologies, role/process changes and organizational restructuring.*



*This is a sample project only. Each project was customized, based on customer's needs and assessments throughout the project's lifespan.

Certified in the use of:



Prosci Change Management



Agile methodology



ADKAR model

External Communications



22 Years' Experience

- Corporate Communications
- Partner Communications & Newsletters
- Media Relations, Pitching & Placement
- Branding / Rebranding
- Key Messaging
- Partner / Vendor Appreciation
- Press Releases
- Web Site & Social Media Content & Strategy
- Product & Services Highlight Sheets

Media Experience

I have worked as both a member of the media and, later, as a representative to the media. This experience has taught me the best ways to craft a message and deliver it to the right audience for maximum impact.

Journalist

- 23 years as reporter, writer, managing editor, editor-in-chief and editorial director
- 10 years of publishing experience
- Bylined and ghost-written articles for leadership
- Content planning, targeting audiences
- Staff management (editors, graphic designers, freelancers, interns)
- Industry awards for article writing, magazine design, web site content, newsletters and media exposure

Media Representative

- 17 years' experience
- Media relations representative for Siemens Healthcare, Executive Health Resources, Optum/United Health Group and ATRIO Health Plans
- Earned media, crisis management, media pitching, media events, spokesperson
- Experience working with traditional and electronic media (national and trade), television, social media, national and global organizations

To view writing samples, visit <https://tomschaffner.com/media-portfolio/>

Media Relations Campaign – Siemens (2008-2010)*

I directed this six-month media campaign annually, promoting Siemens Healthcare's business divisions' leadership, products and services at the annual Radiological Society of North America (RSNA) conference (>60,000 attendees annually).

Business Units Represented:

- Medical Imaging & Oncology division
- Healthcare IT division
- Laboratory Diagnostics division

Press Releases:

- 34 press releases distributed nationally and internationally
- 14 new products launched
- 70 Siemens leadership and subject matter experts quoted

Media Booth Tours:

- 162 booth tours for trade and national media reporters, professional association representatives and industry analysts
- 141% increase in number of booth tours over three-year period

Media Breakfast Briefing Event:

- Media from the Americas, Europe and Asia provided exclusive access to leadership in an intimate setting
- Exclusive 1-on-1 interviews available to attending press

**totals over a three-year period*



The Siemens Hall



Media breakfast



Booth traffic

Media Placement Campaign – Executive Health Resources/Optum (2011-2015)

I led the ongoing program to increase the company brand/promote our leadership and subject matter experts in the industry.

Strategy (Print/Online Media):

- Increase company brand and subject matter experts in traditional and online media through proactive pitching.

Tactics:

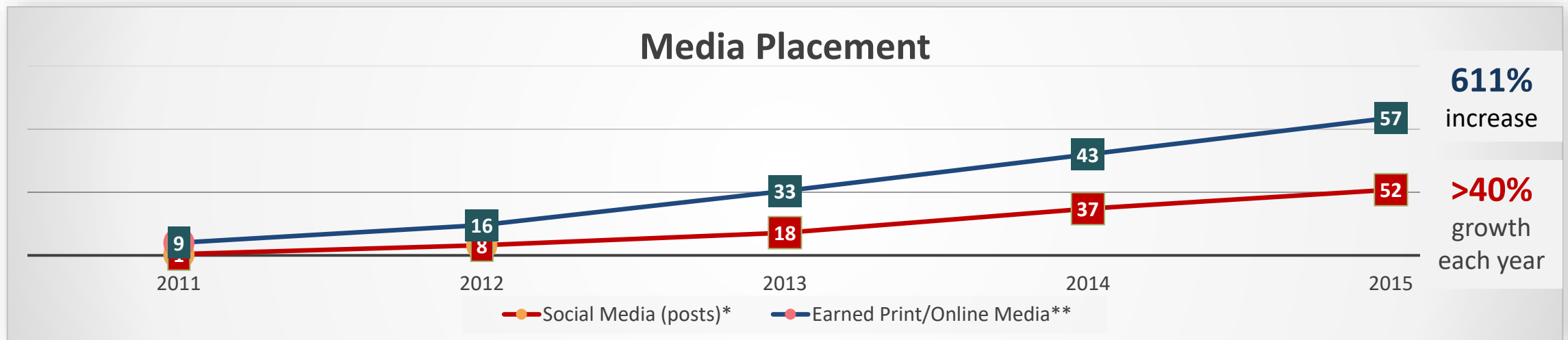
- Identify subject matter experts/topics for media availability.
- Expand media outreach on hot topic industry issues.
- Articles from speaking engagements for media placement.
- Pitch to professional organizations for company-authored articles for inclusion in member newsletters.

Strategy (Social Media):

- Establish (Dec. 2011) company's social media presence through expert content and via discussion forums.

Tactics:

- Identify key industry forums for thought leadership content.
- Establish a positive experience on social media channels through engaging contents that link to company content..
- Implement a communications strategy of regular tweets (proactive, reactive and evergreen topics) to maintain brand.



* # of new posts

** proactive and reactive media articles

Press Releases

Press release examples I created and coordinated the distribution of for local and national media coverage.

EHR
EXECUTIVE HEALTH RESOURCES
AN OPTUM COMPANY

Congressman Pat Meehan Joins Executive Health Resources at the EHR University Grand Opening

EHR Opens the Doors to a New Training Facility for Employee Excellence and Enhanced Customer Service

NEWTOWN SQUARE, PA, December 5, 2011 - Executive Health Resources (EHR), The Physician Advisor Company™, held its Grand Opening today of EHR University, a new training and education facility in Newtown Square, Pa. Employees and dignitaries from around the area joined Rep. Pat Meehan (PA-7) and EHR President and CEO Robert Corrado, MD, MBA, to celebrate the ribbon cutting event.

"I am honored to participate in EHR's ribbon-cutting celebration and to recognize the high value that EHR places on employee education and customer service to their hospital clients," said Rep. Meehan. "In 2011 alone, EHR has created more than 1,000 jobs, mostly in the local area, giving a great boost to the economy and health of the region. I would like to extend my congratulations to the entire EHR team for their continued success."

EHR University will serve as the training center for all new EHR employees, many of whom are physicians and nurses, to gain expertise in their dedicated areas. According to EHR's leaders, employee education is one of the organization's top priorities, and ensures that each employee is expertly trained in the specifics of their job to provide the highest quality of care.

SIEMENS

Siemens Premieres National Customer Headquarters for 24x7 Service and Support

Political dignitaries, media and guests attend grand opening at Cary, N.C.

NEWS PROVIDED BY
Siemens Healthcare
Apr 19, 2010, 09:00 ET

CARY, N.C., April 19 /PRNewswire/ -- Employees of Siemens Medical Solutions welcomed political dignitaries, the media and other guests from the surrounding area at the grand opening of its new national customer service headquarters in Cary, N.C. The new facility will better facilitate Siemens' customer commitment to 24x7 service support on their medical imaging equipment and software.

The new facility is a 143,000-square-foot, six-story office building located on a site at the Cary Medical Campus, which also includes two training and development centers, a facility can house more than 700 technical and administrative support personnel, a new 600-car parking deck and a separate one-floor cafeteria. The new expanded facility will include a new 24x7 call center, Regional Support Center, clinical education center and a new 24x7 call center.

EHR
EXECUTIVE HEALTH RESOURCES
AN OPTUM COMPANY

Executive Health Resources Named a "Best Places to Work" for a Fifth Consecutive Year

Philadelphia Business Journal's Prestigious Award Honors Companies in the Philadelphia Area

NEWTOWN SQUARE, PA, October 11, 2012 - Executive Health Resources® (EHR) is recognized as one of "Best Places to Work" in Philadelphia by the Philadelphia Business Journal for a fifth consecutive year. EHR received the Bronze award in the Extra Large Company category, which included companies with more than 1,001 employees working in the Delaware Valley.

The annual awards program ranks the top employers in the Delaware Valley, according to the companies by their own workers. The "Best Places to Work" award recognizes an ongoing commitment to its employees in maintaining a positive company culture and a focus to help these individuals grow within the organization. In addition, the "Best Places to Work" award serves as a reflection of companies at their best, and their willingness to recognize and reward their employees, and reward them for their hard work and dedication.

"The continued success of EHR is due, in no small part, to the dedication and hard work of our employees. They are the cornerstone to our commitment to serve our customers and to provide the best possible way we know how," said Thomas Mercer, MS, President and CEO of EHR.

SIEMENS

Siemens' Donation of Digital Radiography System Benefits Children's Health Fund

Online Auction Winner John T. Mather Memorial Hospital Presents CHF with check for \$285,000

Port Jefferson, N.Y., Sept. 17, 2009 – With a click of a button, the lives of thousands may have changed for the better. As the winning online bidder for a Siemens Healthcare digital radiography (DR) system, John T. Mather Memorial Hospital (www.matherhospital.org) in Port Jefferson, N.Y., today presented a check for \$285,309 to the Children's Health Fund (CHF) (www.childrenshealthfund.org), a national organization dedicated to providing health care for homeless and medically disadvantaged children and advocating on behalf of all children. Mather Hospital's new Siemens DR system, the Ysio®, will allow the hospital to comfortably image patients of various shapes and sizes, ages and disabilities.

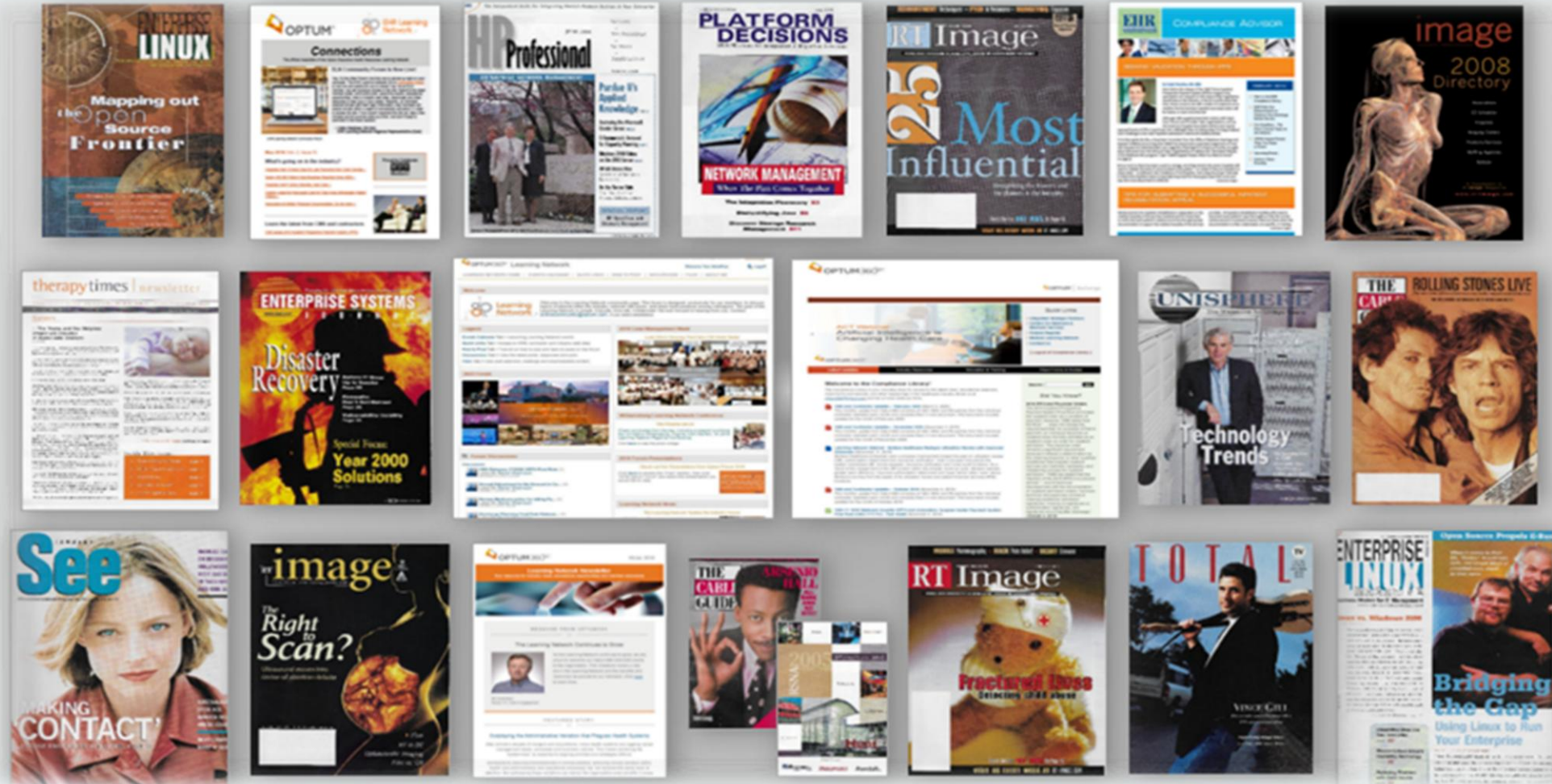
"We are extremely grateful to Siemens Healthcare for selecting the Children's Health Fund to benefit from the online auction of the Ysio and to Mather Hospital for making the important purchase," stated Karen Radener, executive director, Children's Health Fund. "The funds donated

PHILADELPHIA BUSINESS JOURNAL
BEST PLACES TO WORK
2011

EHR
EXECUTIVE HEALTH RESOURCES
The Physician Advisor Company

Media Production

In addition to a career as a writer, editor and content strategist, I have experience in all areas of print and digital media production, including magazines, newsletters, Web sites, video, podcasts and social media.



EHR University Grand Opening – Executive Health Resources (2011)

I successfully organized the grand opening event of the company's new training facility – branded EHR University – inviting company executives, employees, political leadership and local and business media to promote bringing new jobs to the region.

- Media/politicians invited, citing the event's community importance
- Media kits produced for press distribution

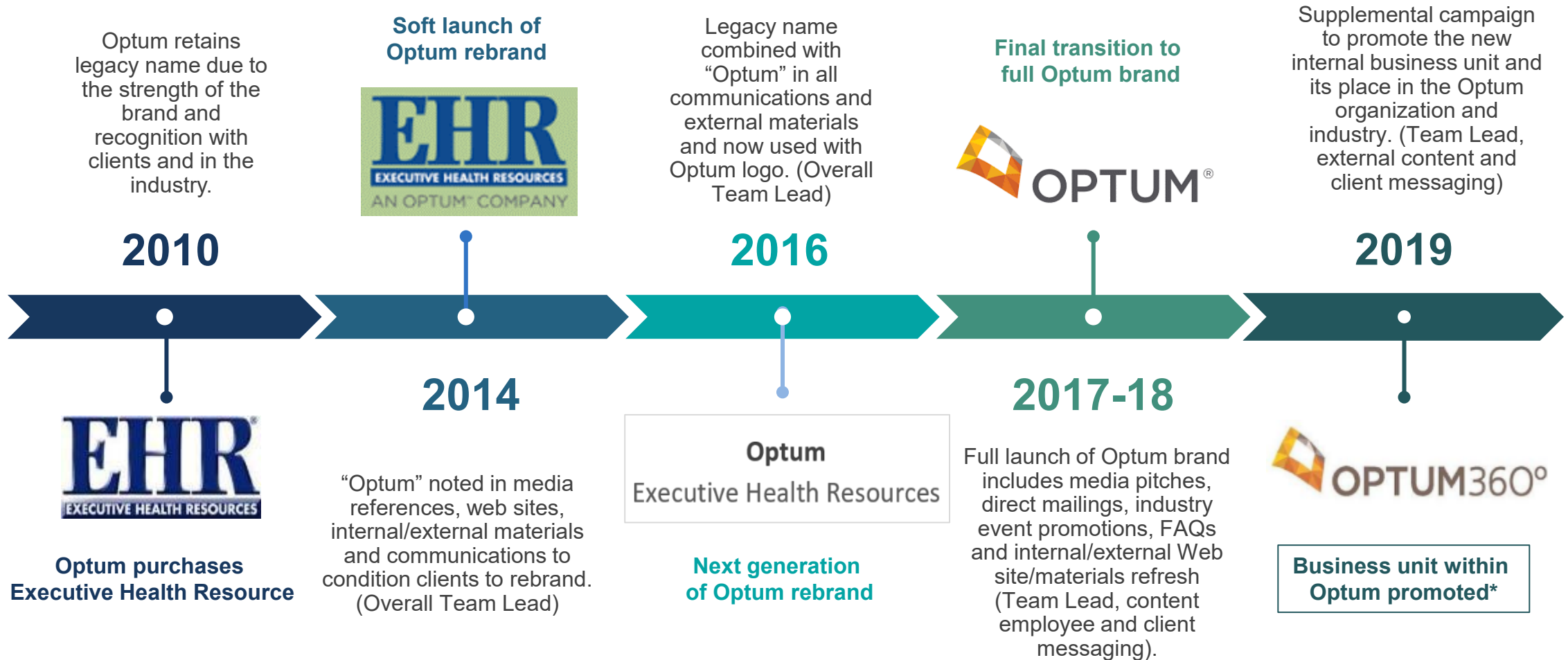
- Ribbon-cutting ceremony agenda planned/implemented
- Presentation content created for company leadership

- Press release (with leadership/politician quotes) distributed
- Media results tracked and presented to leadership



Rebranding Campaign – Optum (2014-2019)

With the challenge of how to build awareness and gain acceptance from our employees, customers and partners, I held leadership roles on every phase of this long-term campaign to promote the gradual transition of the legacy organization and product portfolio to the Optum brand, demonstrating the value of Optum within the organization and throughout the industry.



*2019 finalist for the Optum Inspire Award for campaign marketing

Branded Items

Examples of a few of the company-branded items I coordinated the production of for promotions and events.



Tote Bag – This bag has been given out at all customer functions for clients to hold their company solutions materials and other items.

Earbuds – Mass produced and affordable, these earbuds were given out as booth draws at conferences, and one of the items placed in client attendee bags.

Tumbler – As part of the launch of a new client engagement group, this item was mailed in appreciation to all newly registered members as a welcome gift.

Water Bottle – Handed out to employees and customers as appreciation items and used as part of the new employee welcome package on their first day.

Journal – The leather-bound journal was mailed to client engagement group members during Customer Appreciation Day the first year of the program.

Customer Communications



17 Years' Experience

- Customer Communications
- Customer Engagement
- Customer Advisory Groups
- Customer Appreciation Programs
- Web Site Content
- Customer Newsletters
- Education Courses
- Speakers Bureau
- Customer Success / Case Studies
- Event Management
- Marketing Collateral

Customer Communication Channels

Examples of media avenues I have created and used to interact with our employees, customers and partners.



Customer-exclusive Web Sites

- News, events and educational opportunities
- Discussion forums, solutions topics
- Exclusive resources, photos and downloads
- Site analytics and reporting



Customer Newsletters

- Delivered to the client's inbox
- Exclusive information and resources for customers and employees
- News, events, tips and downloads

Social Media

- LinkedIn, X (Twitter), Meta (Facebook)
- Discussion forums, blogs, podcasts, promotions and event information
- Site analytics and reporting



Customer Event Management – Optum Forum (2017-2019)



I led the content creation, promotion and logistics for the business' premier industry conference. This three-day annual event gathered Optum customers for educational sessions, user group meetings and evening events.

Communication

- Promotion through email, Web sites, social media and in-person events
- Leads to Sales/Account Management teams
- Attendee feedback via post-event surveys

Education

- Presentation content, speaker recruitment and supporting materials
- Continuing education credits provided
- Customer speakers provide best practices

Collaboration

- Peer-to-peer interaction and networking events
- Built stronger customer relationships through face-to-face interaction
- Attendee follow-up on questions and information

Results

- 140% increase in annual customer meeting attendance
- 24% increase customer registrations
- 20% increase in continuing education credits offered
- 10% increase in overall conference rating



Customer Event Management: Regional Conferences – Optum (2017-2019)

I directed the content, promotion and logistics for these events, offered in targeted cities throughout the country.

Oversaw all aspects of the event, including:

- Promotion and registration through email, Web sites and social media and in-person events
- Held recruiting team calls; leads to Sales/Account Management
- Recruited and promoted industry, internal and client speakers
- Creation of presentation content and supporting materials
- Vendor, catering and venue and lunchtime tour approval
- Post-event surveys to attendees to gather feedback
- Coordinated continuing education credits for session content



Customer Event Management: Promotion – Optum

Managing numerous customer events throughout the year, I also promoted each to ensure maximum target group registrations.



Pre-Event Communications

- Targeted emails with highlights (e.g., presentation topics, speakers, continuing education credits)

Registration

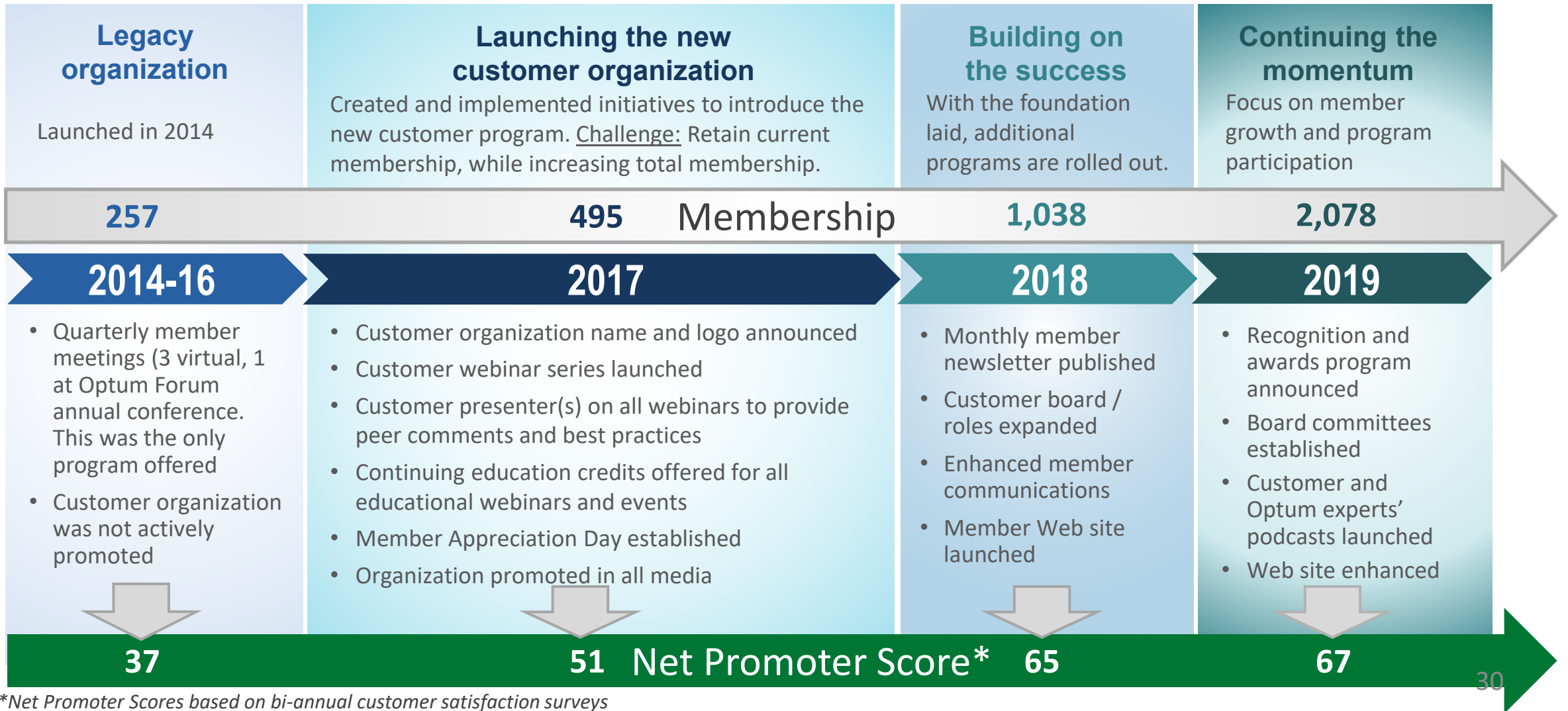
- Registration site creation
- Analytics (registrant and attendee information)

Follow-up

- Continuing education credits information
- Attendee surveys
- Event results/feedback for leadership

Customer Engagement Program – Optum (2017-2019)

I was tasked with rebuilding of the existing customer user group in which customers enjoy exclusive benefits with membership. This included educational opportunities, networking with Optum subject matter experts and other customers to promote customer engagement and loyalty, curb client retention and increase Net Promoter Scores (NPS) for customer satisfaction.



Customer Engagement Campaign – Optum (2016-2019)

Customer campaign I created and led to promote Optum as *the* industry thought leader and provider of healthcare solutions. Mailings sent to the director of case management at each client hospital in celebration of National Case Management Week.



2016

- Printed (online version available) career guide for case managers, directors and revenue cycle staff with articles to help ensure compliance, improve processes and return on investment
- Link to online resources

2016 Net Promoter Score*: **37**



2017

- 40-page desktop flip book containing helpful resources for case management teams
- Custom-themed t-shirt also delivered to client facility in the mailing
- Trackable links to online client-exclusive resources

2017 Net Promoter Score*: **51**



2018

- Poster containing best practices, helpful tips and process enhancements for department display
- Custom-themed t-shirt also delivered to client facility in the mailing
- Trackable links to online client-exclusive resources

2018 Net Promoter Score*: **65**

*Net Promoter Scores based on bi-annual customer satisfaction surveys

Compliance Awareness Campaign – Executive Health Resources/Optum (2016)

As the result of new government regulations on how hospitals determine patient care and status for Medicare reimbursement, I led the content creation and communications strategy on this campaign to create information, provide best practices and guidance to reassure customers of the importance of using the company’s clinical teams for review of their patient records to help ensure compliance and proper reimbursement and prevent claims denials.



Mailing

- Dimensional mailer delivered to case management director, CEO and CFO of each client hospital
- Account Managers provided collateral for customer follow-up



Media

- Corporate Web site promotes e-version and additional thought leadership/best practices content
- Proactive media push to highlight Optum expertise



Communications

- Email to all customers with dimensional mailer download link
- FAQs to better understand and navigate new regulations
- Tweets/blog posts to provide analysis of new regulations

Brochures / Flyers

Examples of marketing support materials I created and worked with the graphic design team to promote the organization, its products and other company services.

Customer Feedback
 Provided Account Managers with an avenue to encourage client comments on our products/services and show how their suggestions help us to produce positive results for them.

Supplemental Services Offered
 Educated customers on additional services the company offers that they may not be aware of and the value it can bring to their organizations.

OPTUM360°
Your voice is our action!

Our customers are our top priority. And your feedback on our solutions and the quality of service we provide to you is essential in guiding us in future innovations and enhancing the client experience.

Our commitment to you is simple: You talk. We listen. We take action.

MONITOR—Measure performance, share success stories and continue to listen to customers

LISTEN—Gather feedback on what customers are telling us about their experiences

ANALYZE—Review feedback to identify the drivers of loyalty

ACT—Respond to and act on feedback to design improved experiences.

INTERPRET—Review feedback to identify the drivers of loyalty

We listened ... we acted!

The cornerstone of the Voice of the Client program is not only the actions we take based on your feedback, but our follow-up to let you know how we are acting on your feedback. Below are just a few of the improvements we have made, based on your responses:

Your Feedback	Our Action
"We want easier processes."	<ul style="list-style-type: none"> Increased release trainings attendance Enhanced incident tracking on support portal Created an interactive user community
"We want consistent high-quality performing products."	<ul style="list-style-type: none"> User groups vote on proposed enhancements Developed UI for Enterprise CAC and CDI 3D Schedule releases during more optimal times
"We need quicker turnaround times on issues."	<ul style="list-style-type: none"> Tier 1 Support teams centralized 28% reduction in client-reported defects through improved quality of releases Improved intake and triage mechanism for one-touch assignment

Commitment to excellence

We take great pride in delivering quality customer service, based on our clients' needs and suggestions. Optum continues to be recognized in the industry for our ongoing commitment to our clients.

Contact your Account Manager with any questions or additional information.

OPTUM360° optum.com

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OPTUM360°
First Level Review Services

First Level Review Services

Our first level review service

- AVAILABILITY** Our teams are available to our clients 7 days a week, 365 days a year.
- EXPERIENCE** Our teams are trained in applying InterQual® and Indico scoring criteria and undergo ongoing inter-rater reliability and quality assurance testing.
- EFFICIENCY** Our first- and second-level reviews pair seamlessly to enable timely and efficient recommendations for facility.
- DOCUMENTATION** We use the latest versions of InterQual and/or Indico, showing the criteria utilized and clinical information from the medical record to support the selection.
- SUPPORT** We can provide additional support for our clients who lack sufficient resources to manage their admission reviews.

Getting it right
 Patient status doctor reviews by nurses with second level medical challenge of a lack of efficiency and correct increased denials and

Building your team
 Optum360° can assign seasoned team of first level reviewers, a preliminary review, a physician second level

First level and second level for consistent

Our first level reviews reviews, when needed, review process, allow

Our Medical Records review software and second level review foundation of utilization

Reporting and analysis

Our first level review reports provide detailed lists of cases reviewed, including first level outcomes and second level recommendations, as appropriate. In addition, our reports segment inpatient and observation cases for easy viewing of case outcomes.

Sample first-level review reports

Exclusive client educational resources

Clients can access our comprehensive educational resources, including our physician advisor team, who are available at any time to discuss regulations and best practices and can visit your facility to conduct customized education sessions.

Clients can attend our exclusive industry education sessions and have access to our Compliance Library for an archive of news and events, CMS updates and other helpful materials to improve workflow processes.

For more information
 Call: 1-866-213-4730
 Email: optum360@optum.com
 Visit: optum360.com

OPTUM360° optum360.com

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Executive Communications



16 Years' Experience

- Employee, Customer, Partner Communications
- Strategic and Investor Communications
- Organization and Crisis Communications
- Management Toolkits
- Key Messaging, Talking Points & FAQs
- Speechwriting / Speaking Engagements
- Presentation Content
- Ghost-Written Articles
- Social Media and Blog Posts Strategies

Employee Engagement



For more than 20 years, I have worked directly with company executives – in organizations of all sizes – to ensure that the lines of communication between leadership and their teams are strong, consistent and transparent.

My top priority is to establish the executive's voice as a leader who builds trust, increases morale and drives productivity among employees and clearly defines the organization's vision and goals. I achieve this through the creation and implementation of*:

- Internal communications plans
- Company events
- Town Halls (content, speakers, Q&As)
- Culture and engagement programs
- Reporting organizational changes, milestones and wins
- Employee awards and recognitions
- Change management strategies
- Executive briefings and analysis of employee surveys

**not a comprehensive list*

Industry Awareness

Building and maintaining a positive image of any organization starts with leadership. Our leaders not only become the representatives of the company and promoters of our brand, but our champions throughout the industry. I always strive to ensure they are well prepared with our key messages, talking points and the best way to communicate the company's vision.

It is critical that leadership stay in touch with the needs of our customers and partners and the challenges in the industry. I achieve this through*:

- Branding
- Key Messaging
- Speaking Engagements
- Customer & Partner Communications
- Crisis Communications management
- Investor Relations interaction
- Talking Points and FAQs

**not a comprehensive list*



Media Coverage

A strong relationship between an organization and the media is critical to health of the business. As the primary spokespeople for the company, leadership has a responsibility to not only present information in a consumable way, but to relay a sense of expertise and credibility.

As both a former member of the media and a representative to the media, I have a unique perspective on how information is best delivered with optimal results. I achieve these outcomes by*:

- Targeting the audience and media channels to use
- Bylined/ghost-written articles (e.g., profiles, case studies, white papers) for leadership
- Proactive media pitching and earned placement
- Media training and interview preparation
- Addressing the issues and reiterating key messaging
- Strategic social media, blogs, podcasts
- Storytelling with broad appeal

**not a comprehensive list*



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<https://tomschaffner.com/> (portfolio)

