

Value Proposition

Sharon is a strategic communications leader with deep experience across the internal and external communications landscape. She is a strong people leader who has successfully built high-performing teams and cultures across global markets. She is a flexible, enthusiastic professional with a client-first mindset who quickly steps in to partner on strategy development and execution. She delivers best-in-class change management, CEO and executive communications, employee experience strategies, EVP, DEI, ESG, HR, and M&A. She has proven experience driving complex projects from start to finish and is known as a “safe pair of hands”. Sharon is a solid strategic partner and works with clients to help set the direction and build communications functions, coach communications professionals, and provide interim leadership.

Selected Achievements

- Led strategic communications planning and execution for multiple corporate transactions, company transformations, and leadership transitions in private equity portfolio companies, finance, technology, healthcare, publishing, and travel and tourism.
- Launched the first-ever DEI communications strategy, leading the Communications team through execution at a 10,000-person-strong North American arm of a UK service industry provider.
- Recognized by the Corporate Executive Board (now Gartner) for best practices in global communications strategy and function design.
- Built new corporate communications function for emerging markets (~20) for all internal and external stakeholder groups: employee, client, prospect, partner, supplier, and media.
- Headed outsourced team that delivered the global media communications program for the worldwide travel company leader, including content strategy and design, editorial approval, brand and regulatory compliance, CRM management, measurement, and reporting for 40+ markets. The program expanded by 300%+ during tenure, increasing airline, hotel, and travel supplier advertising revenue.
- Directed global change management communications strategy and execution for significant company restructuring and reorganization during the GFC.
- Created scalable, best-in-class centralized global events and sponsorship strategy for 35 markets, with a marketing budget of \$5 million+, designed metrics, aligned narrative, branding, and communications.
- Successfully led M&A communications strategy for US Government technology contractor.
- Designed comprehensive communications strategy for CEO and leadership transition, external and internal visibility strategy, and execution across multiple audiences and channels at a US private equity healthcare company.
- Communications lead for strategy, approach, and execution as part of the PMO for an extensive workplace transformation in a North American service business.
- Received multiple American Express Corporate Affairs and Communications awards and accolades for employee experience, industry profile and branding, and media and sponsorship strategies.

Experience

- Strategic Communications Consultant focused on internal and external deliverables for M&A and Corporate Transactions, CEO and Executive Transitions, Workplace Transformation, DEI, Industry Profile and Visibility, Corporate Narrative and Positioning, HR, and Employee Experience Communications.
- Global Media Communications Program Lead, American Express Global Business Travel.
- Global Communications, Marketing Services, American Express, London, New York and Sydney (15+ years).

Qualifications

- Sharon holds the Strategic Communication Management Professional (SCMP®) certification from the Global Communication Certification Council (GCCC®), the highest global professional communication certification, and the only one to achieve ANSI ISO 17024. She is also a Member (MCIM) of the Chartered Institute of Marketing, United Kingdom.

