
ROBERT BIESENBACH
COMMUNICATIONS SERVICES

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COMMUNICATIONS SERVICES

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|-----------------------------|----------------------------|--------------------|
| ◆ Annual Reports | ◆ Intranet/Web Copy | ◆ Sales Materials |
| ◆ Brochures | ◆ Message Development | ◆ Speeches |
| ◆ Crisis Communications | ◆ Newsletters | ◆ Training Manuals |
| ◆ Dealer/Franchise Outreach | ◆ Op-eds/Letters to Editor | ◆ Video Scripts |
| ◆ Employee Communications | ◆ Recruiting Tools | ◆ White Papers |

SELECTED CLIENTS

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|-------------------------|------------------------------|--------------------------|
| ◆ Ameritrade | ◆ Federal Trade Commission | ◆ Mayer Brown Rowe & Maw |
| ◆ Andersen | ◆ Food & Drug Administration | ◆ Miller Brewing Co. |
| ◆ BP | ◆ Follett Corp. | ◆ Motorola |
| ◆ Baker & McKenzie | ◆ Gartner Group | ◆ Navistar |
| ◆ Bridgestone/Firestone | ◆ McDermott, Will & Emery | ◆ Orbitz |
| ◆ CNA Insurance | ◆ McKesson HBOC | ◆ RR Donnelley & Sons |

INDUSTRY AWARDS

- ◆ PRSA Crystal Award of Excellence
- ◆ Creativity in Public Relations Award (CIPRA)
- ◆ Publicity Club of Chicago Golden and Silver Trumpets

PROFESSIONAL BACKGROUND

- ◆ Independent Communications Consultant (1999-present)
- ◆ Ogilvy Public Relations Worldwide, Vice President (1995-99)
- ◆ Attorney General of Ohio, Press Secretary (1992-95)
- ◆ National Association of Attorneys General, Communications Director (1990-92)
- ◆ University of Virginia, B.A., English

CAREER HIGHLIGHTS

- ◆ Co-founded the global employee communications business at Ogilvy Public Relations Worldwide.
- ◆ Devised and implemented internal communications programs to drive culture change, financial turnaround and employee buy-in for new strategies and market positioning.
- ◆ Managed crisis communications for companies undergoing restructurings, workforce reductions, facility closings, labor strife, product recalls and earnings restatements.
- ◆ Worked directly with CEOs and senior executives of multiple FORTUNE 500 companies as a speechwriter for shareholder and employee meetings, sales conferences and industry events.
- ◆ Created award-winning national public service campaigns with the FTC and FDA that educated consumers and raised the visibility and influence of state attorneys general.
- ◆ Wrote and placed op-eds and letters to the editor in national, regional and trade media, including the *Wall Street Journal*, the *Washington Times* and *Financial Executive*.
- ◆ Developed and edited a weekly Intranet newsletter for a client's global IT department.
- ◆ Scripted videos for use in employee recruitment, training and education.
- ◆ Developed presentations associated with the launch of an e-commerce company.