

Kami Lynn Spangenberg
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QUALIFICATIONS SUMMARY

I am a versatile, senior-level corporate communications and marketing professional with experience working for publicly traded and privately held global companies. I am skilled at creating communications that tell company stories, build brands, bolster sales, motivate employees, and inspire leaders. I have significant experience in brand management, advertising, content strategy and creative direction, investor communications, global media relations, and internal and executive communications. I am an expert in crisis communications and change communications, with proven competence in enterprise risk management.

HIGHLIGHTED SKILLS

- Strategic planning for integrated global communications
- Brand stewardship and corporate reputation management
- Investor relations, crisis communications, and global business continuity planning
- Executive and internal communications for a multi-cultural, worldwide employee base
- Change communications ranging from business practices to merger integration
- Global media relations management and social media program design and governance
- Content strategy and creative direction
- Thought leadership publishing and promotional campaign design
- Conference and event planning
- Corporate social responsibility program design and implementation
- Business process improvement and communications program measurement
- Project management in fast-paced, matrix environments

WORK HISTORY

2011- Present Vice President, Communications

RTI International

Lead Corporate Communications for an independent nonprofit research institute working on projects in more than 75 countries across the social and laboratory sciences, engineering, and international development disciplines. Responsible for strategic integrated communications planning and program implementation across earned, shared, paid, and owned media communication channels. Lead the Office of Corporate Communications team responsible for content marketing, media relations, social media, advertising and sponsorships, conferences and events, executive and internal communications, and corporate social responsibility. Lead crisis and change communications for the institute.

Key accomplishments:

- Creative director for two brand campaigns, winning 2015 and 2012 IABC Gold Quill Awards.
- Project manager for development of 23 business continuity plans.
- Project lead responsible for creating formal RTI social media program.
- Six-time recipient of RTI Team Award for service on special, cross-institute project teams.
- Selected by CEO as founding member of RTI Creative Disruptors, a 10-person team charged with developing and implementing new, atypical modes of innovation within organization. Serve as emeritus member.

2010 - 2011 Change Communications Consultant

Progress Energy

Responsible for stakeholder communications for the Distribution System Demand Response (DSDR) Smart Grid project, working with the change management team at Progress Energy Carolinas. Developed a range of communications materials for internal audiences ranging from linemen to project executives.

Key accomplishment: Project manager for field employee training presentations.

2008 - 2009 Corporate Communications Principal

Campbell Alliance

Led corporate communications function for management consulting firm serving the pharmaceutical and biotech industry. Developed materials presenting corporate information to a multifaceted audience, including the Board of Directors, investors, employees, and customers. Provided extensive communications support to executive management.

Key accomplishment: Created communication tools and templates for company business planning process.

- 2008 Head of Marketing Communications Sony Ericsson, North America**
 Identified market needs, developed product go-to-market strategies, and created relevant marketing campaigns targeting wireless operators and consumers in North America for an international wireless handset manufacturer. Served as company spokesperson and managed PR outreach in North America. Managed internal and executive communications programs and marketing communications staff for North America.
Key accomplishment: Managed successful media launch of first Sony Ericsson handset offered by T-Mobile.
- 2006 - 2008 Corporate Communications Director Harris Stratex Networks**
 Senior communications executive for new publicly traded global wireless transmission company formed from a merger of Harris Corporation division and Stratex Networks. Directed media relations program and served as company spokesperson. Managed company brand, including corporate messaging and product positioning. Led all internal communications efforts and served as primary writer for all CEO and executive communications initiatives. Directed investor communications program, including earnings releases, investor/analyst road show presentations, and annual report. Managed corporate communications staff.
Key accomplishment: Created and implemented a strategic merger communications plan and brand identity for new company.
- 2004 - 2006 Senior Manager, Global Marketing Harris Corporation—Microwave Communications Division**
 Directed all global marketing communications activities for microwave radio and network management products and services. Creative director and project manager for all advertising and marketing campaigns, including product launches. Managed international trade show/event program and internal communications for division. Managed media relations program, working with PR agencies in North America, EMEA, and Asia-Pacific. Managed global marketing communications and technical marketing staff.
Key accomplishment: Managed successful global product launch for new microwave digital radio.
- 1999 - 2004 Global Marketing Director Tompkins Associates, Inc.**
 Developed, implemented, and measured marketing plans for supply chain consulting and systems integration firm. Managed global marketing staff and outreaches including media relations; collateral and publications; speeches, seminars, and executive education programs; trade shows and events; direct marketing campaigns; and website.
Key accomplishment: Directed publishing activities of company's independent press.
- 1998 - 1999 Marketing Communications Manager Misys Healthcare Systems**
 Responsible for media relations, advertising design and placement, collateral production, and promotional campaign creation for healthcare information technology firm. Worked directly with the CEO on investor/crisis communications initiatives. Served as creative director and chief copywriter for all marketing department projects.
Key accomplishment: Launched new corporate identity and branding program.
- 1995 - 1998 Corporate Communications Manager UAI Technology, Inc.**
 Managed communications for financial education and market research divisions. Served as creative director and project manager for all marketing and sales materials, coordinated trade show participation, and facilitated customer training sessions. Managed communications staff.
Key accomplishment: Received company's Presidential Excellence Award for redesigning customer training materials and North Carolina Public Relations Society Award for Outstanding Directory.
- 1994 - 1995 Communications Specialist Peace College**
 Served as primary writer for the college, writing all press releases and feature stories for publications.
- 1993 - 1994 Account Manager Articulate Concepts**
 Consulted with design firm's corporate and nonprofit clients to assess marketing needs, determine goals, and set project specifications. Served as creative director, copywriter, and editor for client projects including brochures, newsletters, directories, annual reports, advertising campaigns, promotional packages, and sales materials.

1990 - 1993 Managing Editor

Business Leader Magazine

Responsible for setting production schedules and developing editorial calendar for monthly magazine. Supervised contract writers and photographers. Wrote stories, special articles, and all regular features. Edited magazine and assisted with advertising creation. Managed art department and directed successful publication redesign.

Key accomplishment: Led magazine rebrand from franchised *Business Digest* publication to *Business Leader*.

1989 - 1990 Adjunct Instructor

**Durham Technical Community College
Vance-Granville Community College
NC Wesleyan College**

Taught Student Newspaper, English, Business Communications, and Communications Skills.

EDUCATION

M.A. degree in English, Clemson University, 1989

B.A. degree in English, minors Advertising and Fine Arts, Clemson University, 1988

CERTIFICATIONS

Certificate, Seth Godin's The Marketing Seminar, December 2017

Certificate, Communications, Duke University, 1996

SPECIAL COURSES

Coursework in Investor Relations, University of California, Irvine, 2009–2010

HONORS AND AWARDS

Creative Director, RTI International Brand Ambassador Campaign, Communication Management Gold Quill Merit Award, International Association of Business Communicators, 2015

Creative Director, RTI International Messaging Campaign, Employee Communication Gold Quill Merit Award, International Association of Business Communicators, 2012

Creative Director, UAI Technology Training Instructor Directory, North Carolina Public Relations Society Award for Outstanding Directory, 1998

PROFESSIONAL ASSOCIATIONS

Member, The Conference Board Corporate Communications Strategy Council

Member, International Association of Business Communicators