

GORDON CURRY

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EXECUTIVE COMMUNICATIONS PROFESSIONAL

Expertise in developing and executing strategic, enterprisewide communications. Strong experience in developing corporate messaging based on business objectives and mapping to company communications programs. Proven at producing integrated communications that engage employees, raise brand visibility and enable businesses and their executives to tell their stories in a compelling way.

- **Executive speechwriter:** Partnered with several chief executives to articulate their business strategies and industry thought leadership through keynote speeches, IR /AR events and op-ed pieces.
- **Strategic communicator:** Created strategic speaking platforms and aligned them with top speaking forums to drive global business opportunities; developed communications plan to introduce new operating model and business mindset.
- **Message development:** Developed corporate messaging to focus and align global marketing and communications efforts in 65 countries.
- **Employee engagement:** Led U.S. portion of a worldwide communications best practice program to engage 50,000+ employees in a company's business direction; co-developed a number of creative tools to present program and capture employee feedback and ideas.
- **Innovative thinker:** Mined a variety of information resources and synthesized cross-disciplinary ideas to produce insightful, content-rich communications.

PROFESSIONAL EXPERIENCE

Freelance Business Writer

2009 to 2010

- Executive speechwriting
- Industry news writing
- Feature writing

EDS, AN HP COMPANY, PLANO, TX

2006 TO 2009

Formerly EDS and now part of Hewlett-Packard's \$38B services business in 80 countries.

Manager – Executive Communications and Global messaging

- Provided communications counsel and support to the Office of the Chairman and Executive Committee as EDS communicated its refined strategic direction.
- Developed executive speaking platforms to promote company's business objectives – for EDS Chairman and CEO Mike Jordan and Chairman, President and CEO Ron Rittenmeyer.
- Engineered integrated communications campaigns for executives to support regional business opportunities in the Americas, EMEA and Asia Pacific.
- Wrote the Chairman's Letter for annual reports, drafted keynote speeches for major business forums and scripted CEO for global sales conference to raise company/leadership visibility.
- Developed companywide messaging to align Global Marketing and Global Communications efforts for 118,000 employees in 65 countries.
- Provided full-time integration and communications support around HP's acquisition of EDS to accelerate our combined go-to-market plans.

A \$4B+ consumer electronics retailer operating in the U.S. and Mexico.

Director of Executive Communications

- Worked with interim CEO/President Claire Babrowski and crafted her remarks to ensure a smooth transition during difficult times following the resignation of the company's CEO.
- Managed and wrote weekly updates for the board of directors around store closings, labor issues and sales challenges to help navigate RadioShack's turnaround and transformation.
- Drafted remarks for new Chairman & CEO Julian Day at RadioShack's first-ever store manager/vendor conference to engage 7,000 store/company managers in company's vision.

Manager – Global Internal Communications/Executive Communications, 2005-2006

- Led U.S. portion of one of the largest employee engagement programs in EDS' history, which reached out to 118,000 employees worldwide using storytelling concepts.
 - Participation in annual employee survey doubled, showing a clearer understanding of EDS' direction through improved communications.
- Co-designed and implemented a "storyteller" program that won *PRWeek's* Employee Communications Campaign of the Year (2006) – as well as other IABC and PRA honors.
 - Co-developed a number of tools to help leaders communicate the storyteller program to their teams and to capture employee feedback and ideas around the globe.
- Developed and supported blueprint for company's first retiree Web site and solidified relationships with these important community/business advocates.
- Identified top-speaking venues and drafted keynote addresses to position senior executives as leaders in the \$680 billion technology services industry.
 - Venues included Chief Executives Club of Boston, Detroit Economic Club and the Davos World Economic Forum.
- Wrote the Chairman's Letter for two corporate social responsibility reports and five annual reports and drafted remarks for five annual shareholder meetings.

Manager - Executive Communications, 2001-2005

- Helped positively reposition the company during major turnaround and leadership changes, providing strategic communications support for company and new chief executive Mike Jordan.
- Developed communications plan with Global Communications and IT teams to introduce new streamlined operating model and business mindset and to increase employee buy-in.
- Delivered full-service communications support to Chairman and CEO Dick Brown and Executive Committee members to raise the company's profile and win new business.
- Wrote biweekly employee e-mails as part of Chairman/CEO Brown's internal campaign to strengthen ties with EDS employees in 60 countries.
- Prepared executives for speaking opportunities with securities analysts, industry analysts and other highly visible forums.
- Published one speech in *Vital Speeches*.

An \$18B+ retailer operating in the U.S. and Puerto Rico.

Manager - Executive Communications Support, 1993-2001

- Served as executive speechwriter for two chief executives: Bill Howell and Jim Oesterreicher.
- Drafted hundreds of speeches that covered investor relations and board meetings, community relations, industry talks and broadcasts to the field.
- Built and managed a network of freelance writers and one staff researcher/writer.
- Developed an extensive database of speeches to track projects and mine reusable content.
- Served as liaison to retired JCPenney leaders, managing their member database, editing monthly newsletters and coordinating national conventions.

EDUCATION

Bachelor of General Studies

University of Texas at Dallas – Richardson, TX