

## Gordon Curry



Gordon Curry is a proven communications professional whose corporate experience spans diverse industries that include food manufacturing, retail sales, consumer electronics, health care, defense and IT services industries.

His versatility is reflected throughout a wide variety of work – news stories, corporate messaging, Web content and executive communications – for well known and respected brands such as Hewlett-Packard, EDS, JCPenney, RadioShack, Imperial Sugar, VHA and Boy Scouts of America.

Over a 25-plus-year career, Gordon has created executive communications for several chairmen and CEOs – as well as dozens of other senior executives of FORTUNE 100 companies. Always a student of the business, Gordon's pragmatic approach to his work aligns whatever communications he is creating with an organization's goals and desired outcomes.

Using his ever-evolving business insight and communications expertise, Gordon has crafted hundreds of high-profile assignments. A sought-after writer, Gordon has produced entire scripting for annual global sales conferences attended by thousands of sales professionals. He has written keynote speeches for chief executives who spoke at the Chief Executives' Club of Boston, Detroit Economic Club, Executives' Club of Chicago and the Davos World Economic Forum.

For internal communications, Gordon served as the U.S. lead in developing an award-winning storytelling program, which ultimately engaged 118,000 employees worldwide. He also proved instrumental in crafting change-of-control communications around the largest acquisition in the IT services industry – Hewlett-Packard's purchase of EDS, where Gordon worked at the time. He later developed executive communications as thousands of employees were transitioned to new HP ownership.