

Summary: *A communicator by heart and a Web management expert by trade, with over 24 years of hands-on experience in the public sector. Believes leaders in every organization deserve a Web site that tells their story and is governed by strong standards, documentation and measures. An authority on strategic communications, communication plans and usability audits, with a passion for improving customer experience and leveraging Web content to advance business and outreach goals.*

Specialties:

- Web management best practices & strategy
- Web usability, audits and benchmarking
- Customer and user experience
- Web metrics and key performance indicators
- Communication and media training
- Strategic communications & message development

Select Highlights:

- ✓ Led comprehensive Web audits for U.S. House of Representatives, the World Bank and the International Finance Corporation to advance effective management oversight of enterprise Web business practices
- ✓ Championed a user experience focus for the U.S. Air Force Intranet during its growth from a beta state to its operation as a full-service portal serving a global audience of over 700,000 users while serving as the Chief Information Officer's leading user experience advocate
- ✓ Led innovative work done to overhaul and re-charge the U.S. Department of Energy Web site to make it user-friendly, topic-centered and tell the agency's story effectively; After launch, the site was named by Government Executive magazine as one of "Ten Best Feds on the Web"
- ✓ Developed message and position for the federal agenda for Consumers Union, publisher of Consumer Reports magazine, which runs the largest non-profit educational and consumer product testing center in the world. Modernized message delivery platforms, including creation of a new audio news service reaching more than 240 stations nationwide, distribution of content via new media, and use of user-generated video to promote story-telling in support of advocacy efforts

Experience:

Emerald Strategies, Inc. Washington, D.C. 2001 – Present. President

- Founder of Web strategic consulting firm that delivers actionable results and reusable tools to public sector, enterprise and emerging business clients who seek stronger communications
- Led comprehensive Web audits and evaluations for the World Bank, the IFC and the U.S. House of Representatives, which resulted a strategic roadmap toward more effective Web business practices
- Lead user experience evangelist for the U.S. Air Force Intranet with the Office of the CIO
- Provider of communications training for the U.S. Army, the EPA, the VOA, the FCC and others
- Expert panelist with the Congress Online Project with the Congressional Management Foundation

U.S. Department of Energy, Washington, D.C. 1999 – 2001. Director, Consumer Information

- Led an agency-wide team that developed and launched the first generation of www.energy.gov, to replace doe.gov with a topic-centered user-friendly Web site and tell the agency's story effectively.
- Created a new governance structure to manage content and practice strategic communications.
- Led a first-of-its kind management review of DOE' toll free phone numbers and clearinghouses to promote better delivery of services at a reduced cost.

Consumers Union, Publisher of Consumer Reports, Washington, D.C. 1997 – 1999, Media Director

- Spokesperson/federal agenda; developed, coordinated and communicated position and message for the nation's leading consumer organization, including new media and Web site content.
- Advanced strategic communication and planning; formulated, organized and managed effective media campaigns to advance CU public policy views.
- Led public affairs program initiatives and activities; built audio news service, spanning 240+ stations nationwide; editor/writer for publications, responsible for design, production and distribution of publications; managed for media outreach programs.

U.S. Senator Carl Levin, D-Mich., Washington, D.C. 1993-1997, Chief Spokesperson

- Led proactive development of communication strategies with 60-person personal office and minority side of Senate Armed Services Committee.
- Responsible for public affairs activities, including producing press releases and op/eds, video news releases, public service announcements and a cable TV pilot.
- Pioneered new outreach activities including the lawmaker's first Web site and a weekly "Radio Tour", and news service reaching over 160 stations in 11 media markets statewide.
- Represented Senator working with mainstream news media as well as remarks to outside groups.

Previous Work Includes:

- American University, School of Communications, Adjunct Faculty
- George Washington University, Elliott School of International Affairs, Adjunct Faculty
- 1992 Presidential Inaugural Committee, Regional Press Director
- 1992 Clinton-Gore Campaign, Regional Press Director
- 1992 Lonsdale for Senate, Chief Spokesperson
- States News Service, Congressional Reporter
- ABC News, This Week and Weekend News, Desk Assistant
- 1988 Presidential Campaign for Rev. Jesse Jackson, Iowa State Press Secretary
- U.S. Senator Frank Lautenberg, D-N.J., Deputy Press Secretary

Awards and Honors:

- Work recognized by Government Executive Magazine as one of 10 Best Feds on the Web for 2000
- Presented leadership award by the Association for Federal Resource Information Management

Education and Certifications:

- BA, American Government, Georgetown University
- Certified Usability Analyst, Human Factors International
- Certified Help Desk Manager, STI