






LAURA LYON

COMMUNICATIONS LEADER

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McAfee | April 2017 - Present

Intel | September 2015 - April 2017 (divestiture)

SENIOR MANAGER, EMPLOYEE & EXECUTIVE COMMUNICATIONS

Lead, mentor and coach a high-performing, award-winning employee and executive communications team focused on enterprise-wide messaging for globally recognized technology brands.

- Direct all aspects of all-employee CEO meetings, including content planning, presentation development, reviews with CEO and C-suite leaders, meeting moderation and results analysis
- Lead the transition of CEO meetings to a fully digital experience, saving more than \$100,000 annually
- Maintain average of 82% open rate, 93% attention rate for all-employee CEO messages
- Lead employee communications, including management of the SharePoint-powered intranet, the global digital sign network, and internal video and content campaigns
- Maintain average of 66% open rate, 80% attention rate for weekly employee newsletter over two years
- Establish relationships across the organization to ensure business and strategy messaging, organization updates, sales wins, employee stories and more are communicated to the global employee base
- Direct internal employee communications for M&A and IPO activities
- Collect and analyze data from employee meetings, newsletters, and intranet content and traffic; based off data, identify trends and adjust strategy, messaging and tactics to ensure high-performing content

MANAGER, EMPLOYEE & EXECUTIVE COMMUNICATIONS

- Manage executive voice of the Chief Communications Officer, including development of content, graphics and presentations for Tier 1 media, social channels, and speaking engagements
- Participate in strategy refresh for crisis communications, including planning and tabletop exercises

Fujitsu | January 2015 - September 2015

MANAGER, EMPLOYEE & EXECUTIVE COMMUNICATIONS

Develop, manage and execute corporate communication strategies that engage and align employees with the company's vision and business objectives.

- Partner with the President and Chief Operating Officer to organize quarterly, company-wide Town Hall meetings, including overall presentation development, talking points, and live Q&A facilitation
- Develop, manage and execute communication strategies for performance management, employee engagement and recognition, training and development, and environmental initiatives
- Develop and distribute monthly and quarterly employee newsletters, including executive messaging

Flowserve | February 2011 - January 2015






SENIOR SPECIALIST, MARKETING COMMUNICATIONS

Manage the development of division marketing communication plans that promote products and services to various audiences, including trade media, sales representatives and more than 18,000 global employees.

- Manage 50+ concurrent marketing communication projects, ensuring each task is completed on time and on budget, with project completion meeting stakeholder expectations
- Create executive communications including speeches, newsletters, emails and presentations for internal employees, distributors, and more

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SPECIALIST, EMPLOYEE & EXECUTIVE COMMUNICATIONS

Manage the creation and implementation of internal communication and awareness plans for the company's global information technology (IT) group.

- Collaborate with company executives to increase employee engagement and participation through quarterly Town Halls, webinars and newsletters
- Lead communications support for all IT projects, including global, high-impact initiatives: new company email platform, replacement of expense reporting system, European data center migration, introduction of SharePoint as a collaboration tool within the company, multi-year ERP system upgrade
- Work with various departments to create training documents, update intranet pages and create videos

ASD Healthcare | January 2010 - February 2011

SPECIALIST, MARKETING COMMUNICATIONS

Manage the content creation and maintenance of marketing collateral and communication to internal and external customers for \$4B pharmaceutical distribution company.

- Participate in editorial planning and organization of quarterly Product Catalog with distribution of over 16,000; write and edit editorial content, as outlined in planning meetings
- Manage internal and external communications, including, but not limited to, marketing collateral, welcome and follow-up letters, emails tools, internal communications and presentations

National Write Your Congressman | July 2007 - January 2010

CONTENT AND WEB MANAGER

Responsible for email communications, maintaining current knowledge of pending national legislation, and communicating legislative activities in an easy-to-understand format.

- Develop and maintain website content
- Research and respond to more than 400 requests per year from our 100,000 members and 250 sales representatives regarding state and federal legislation

EDUCATION

BA, Texas State University
Major: Journalism | Minor: Writing
Magna Cum Laude

SKILLS & TOOLS

CEO Messaging	Survey Monkey
Executive Messaging	Formstack
Employee Messaging	PoliteMail
AP Style	Canva
SharePoint	

HONORS & AWARDS

McAfee
MarCom Award: Perfect Pitch Campaign (link)
CEO Award: IPO Communications
CEO Award: MPOWER Summit

Flowserve
CEO, CIO Awards: Microsoft Transition
Spirit of Flowserve: Competence
Spirit of Flowserve: Collaboration
Spirit of Flowserve: Commitment
Gartner: Excellence in communications