

JOHN F. GILLESPIE, JR.

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Accomplished public affairs leader with a track record of successfully leveraging internal and external communications, public relations, media relations, employee engagement, community engagement, government relations and marketing to help healthcare organizations achieve their strategic goals.

EXPERTISE

- Strategic Media & Public Relations
- Seasoned Spokesperson
- Employee Engagement
- Internal Communications
- Thought Leadership
- Government Relations & Lobbying
- Corporate Communications
- Crisis Management
- External Communications
- Public Policy & Issue Advocacy
- Change Management Communications
- Executive Communications

PROFESSIONAL HISTORY

HENRY FORD HEALTH SYSTEM, Detroit, Michigan

Director of News Content & Media Relations

July 2020 – April 2021

Responsible for a staff of six public and media relations professionals driving earned media and public relations activities for a 5-hospital, 33,000 employee integrated delivery system. Leveraged significant system expertise in COVID-19 and vaccine development, as well as innovative use of virtual platforms, into regular top-tier media placements as well as dominance of local and regional healthcare news flow.

SUNY DOWNSTATE HEALTH SCIENCES UNIVERSITY, Brooklyn, New York

Director of Media and Public Relations

April 2019 – July 2020

Responsible for all media and public relations, strategic external and internal communications, and crisis communications for the university including the **College of Medicine**, the **College of Nursing**, the **College of Health Professions**, the **School of Public Health**, the **Graduate School**, **University Hospital of Brooklyn**, **University Physicians of Brooklyn**. It is one of four academic medical centers in the SUNY system with nearly 1000 physicians in more than 50 specialties and subspecialties, 4,000 employees and nearly 2,000 students in all programs.

INDEPENDENT COMMUNICATIONS CONSULTANT

June 2017 – April 2019

Provided strategic communications, branding, media and public relations, and editorial consulting to multiple clients including **T1D Exchange in Boston** (type 1 diabetes), **2e Group/ 2e Creative in St. Louis** (rebranding and acquisition), **BioNews Services of Philadelphia** (rare disease publications) and **Marina Maher Communications in New York** (media and public relations for multiple pharma clients).

MEDICAL DYNAMICS, New York, New York

2016 - 2017

Account/ Media Director

Responsible for media and public relations and strategic public affairs messaging, strategic counsel for product launches, competitive intelligence analysis, disease awareness campaigns, client internal communications campaigns, digital engagement, crisis and reputation management, FDA milestones, other regulatory issues for multiple pharma clients.

SIEMENS HEALTHINEERS (Diagnostics), Tarrytown, NY

2014-2016

Director of Media and Public Relations

Responsible for global trade and consumer media and public relations, crisis communications, and internal product communications supporting Siemens Healthineers \$4B diagnostics business units, including media and public relations, leadership communications, holding statements, FAQ's, executive media training and talking points, crisis communications, FDA issues and regulatory actions.

VIRGINIA MASON MEDICAL CENTER, Seattle, WA

2011 - 2013

Communications Program Manager – Media Relations

Communications and public relations strategist with responsibility for producing and managing integrated internal and external communications including executive communications, internal announcements, media relations, regulatory communications, branding, crisis communications, web and social media, and managing the activities of external communications vendors.

MALLINCKRODT PHARMACEUTICALS, St. Louis, MO

2009 – 2010

Media Relations Manager

Communications and public relations strategist responsible for managing integrated global communications including media relations; FDA regulatory communications; product branding and launches; crisis communications; management of public affairs vendors in North America and Europe.

THEDACARE™, Appleton, WI

1993 - 2008

Chief Spokesperson; Manager, Public and Government Relations

Spokesperson and lead corporate communications, media and public relations, and government affairs executive for **ThedaCare™ health system, Touchpoint™ Health Plan** and **Navitus Health Solutions PBM**. Managed and created first system-wide public relations and government affairs program; launched ThedaCare's first intranet internal communications platform in 1995, connecting 6,000 employees on 40 campuses in 15 counties; provided internal communications leadership for LEAN transformation; led communications and public relations efforts for two rebranding efforts; led M&A communication efforts supporting the acquisition and integration of three hospitals, 1,000 new employees and more than 200 individual physician practices; managed external vendors with billings of more than \$1M annually.

BROADCAST JOURNALIST

1981-1993

Broadcast News Reporter, Anchor, Producer & News Manager

KSTP-TV, Minneapolis, MN; KARE-TV, Minneapolis, MN; WDAY-WDAZ, Fargo-Grand Forks, ND; WMBD-TV, Peoria, IL; WDIO-TV, Duluth, MN; WLUK-TV, Green Bay, WI

EDUCATION and PROFESSIONAL DEVELOPMENT

Honors Bachelor of Arts, St. Louis University, St. Louis, MO
Political Science and Political Journalism, Magna cum laude

Graduate, The Public Affairs Institute
The Public Affairs Council Washington, D.C.

Accredited Healthcare Public Relations and Marketing Professional

HONORS and AWARDS

More than 20 awards for advertising, crisis communications, internal and external communications and public affairs from the Wisconsin Healthcare Public Relations and Marketing Society (WHPRMS), as well as a dozen regional and national journalism awards from the Wisconsin, Minnesota and North Dakota Associated Press, the Radio and Television News Directors Association, and the Northwest Broadcast News Association