

JOE GOODE

CORPORATE COMMUNICATIONS EXECUTIVE | ENTERPRISE REPUTATION | CEO & EXECUTIVE COUNSEL

Duxbury, MA 02332 | (781) 799-6048 | goodejlg@gmail.com | [LinkedIn Profile](#) | [Portfolio](#)

EXECUTIVE PROFILE

Enterprise corporate communications executive with a track record of leading external communications, executive communications, financial communications, media relations, and issues management for Fortune-scale companies navigating periods of transformation and growth, and reputation-critical moments. Trusted adviser to CEOs and executive leadership across technology, healthcare, financial services, and sports. Known for translating complex business strategies into compelling narratives that strengthen stakeholder confidence, deliver growth, and build enterprise value.

CORE EXPERTISE

Corporate Communications | Enterprise Reputation Strategy | Media Relations | Narrative Development | CEO/Executive Communications & Thought Leadership | Transformation & Change Communications | M&A & Financial Communications | B2B/Consumer Product Launches | Issues & Crisis Management | Public Affairs Communications | AI-Enabled Communications | Team Leadership | Agency Management

AI & COMMUNICATIONS INNOVATION

- Developed AI-enabled executive voice agents, using speeches, interviews, and other assets to accelerate content development and maintain consistent leadership messaging.
- Fluent in applying AI tools, including ChatGPT, Claude and CoPilot, to help with research, narrative analysis and media monitoring, draft press materials, and automate routine communication tasks.

PROFESSIONAL EXPERIENCE

Lumen Technologies | Remote | 2025-2026

Vice President, External Communications

Led enterprise external communications and reputation strategy during a major business transformation and portfolio restructuring. Positioned Lumen as a digital networking services leader powering the AI economy.

- Directed communications strategy for \$5.75B sale of Lumen's consumer fiber business to AT&T, shaping investor, policymaker, customer, and media confidence in the company's strategic transformation.
- Elevated the "Trusted Network for AI" narrative, supporting investor and policymaker engagement.
- Expanded CEO positioning through agenda-setting media and global thought leadership platforms, including the World Economic Forum, Mobile World Congress, and World Economy Summit.
- Managed a 14-person team, strengthening product, issues and public affairs communications while contributing to a 15-point lift in brand health and increase in average media sentiment to 74%.

CVS Health | Woonsocket, RI | 2015-2024

Executive Director, Corporate Communications

Advised CEO through one of the largest transformations in healthcare, leading enterprise communications to reposition CVS Health from a pharmacy-led enterprise to an integrated health solutions company.

- Coordinated M&A and stakeholder communications strategy for \$69B acquisition of Aetna, helping build confidence among investors, regulators, customers, employees, and media.
- Directed enterprise media relations to promote major strategic initiatives, including the company's nationally recognized COVID-19 response, resulting in an 11% increase in corporate reputation metrics.
- Launched reputation-building campaigns to support new primary care formats and advance consumer-facing public health initiatives, including HealthHubs and a \$50M youth tobacco control initiative.

United States Golf Association | Far Hills, NJ | 2011-2014

Managing Director, Communications

Led communications modernization for the governing body of golf in the U.S. and Mexico, overseeing external communications, media relations, social media, executive counsel, and employee communications.

- Advised CEO, President and Board on brand strategy, stakeholder engagement, and media relations.
- Strengthened industry influence, helping attract sponsors and a landmark \$1B broadcast agreement.
- Led a 20-person team supporting 13 national championships and key grow-the-game programs.
- Grew earned media coverage by 20% and social media engagement by 110%, expanding the USGA's influence and reach throughout the game.

Bank of America Corporation | Boston, MA | 1996-2011

Senior Vice President, Corporate Communications & External Affairs

Managed media relations, reputation strategy, and corporate communications for the #2 U.S. financial institution, advising senior executives through major brand, business, and reputation-building initiatives.

- Counseled senior executives on reputation management, corporate affairs, and consumer engagement.
- Supported external communications during 2008 financial crisis, amplifying consumer best practices and elevating the bank's voice with policymakers around recovery and sound financial reform.
- Deployed PR strategies to promote national partnerships and enterprise brand campaigns, including Team USA, MLB, NFL, PGA Tour, a \$50B Environmental Initiative, and \$2B charitable giving goal.

Vice President, Corporate Communications

- Served as spokesperson and strategic communications advisor for \$200B regional banking enterprise.
- Led enterprise public relations for Fleet Bank/BankBoston post-merger rebranding, Fleet Community Bank, FleetBoston Financial Foundation, and launch of nation's first online banking platform.
- Promoted to senior vice president upon Bank of America's acquisition of FleetBoston Financial.

EARLIER CAREER

U.S. Media Corporation | Washington, D.C. |

White House News Correspondent

- Select coverage highlights include: 1993 Healthcare Security Act; military operations in Haiti; and Clinton-Yeltsin Summit.

EDUCATION

Bachelor of Arts (BA), Communications | Stonehill College, North Easton, MA