

# JOE GOODE

## COMMUNICATIONS EXECUTIVE | REPUTATION MANAGEMENT | CEO COUNSEL

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

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### EXECUTIVE PROFILE

Communications leader with a track-record of helping Fortune-scale companies navigate transformation, M&A, and reputation-critical moments. Trusted adviser to CEOs and executive leadership teams across technology, healthcare, financial services, and sports. Known for translating complex business strategies into compelling stakeholder narratives that strengthen reputation, deliver growth, and build enterprise value.

### CORE EXPERTISE

Strategic Communications | Corporate Reputation | CEO & Executive Communications | Media Relations  
M&A & Stakeholder Communications | B2B/Consumer Product Launches | Issues & Crisis Management  
Public Affairs Communications | AI-Enabled Communications | Team Leadership

### 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.
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### PROFESSIONAL EXPERIENCE

**Lumen Technologies**, Remote

**2025-2026**

#### Vice President, External Communications

Positioned Lumen as a digital networking services leader powering the AI economy, aligning external communications with the company's evolution from turnaround to growth.

- Directed a high-impact communication strategy for \$5.75B sale of Lumen's consumer fiber business to AT&T, shaping stakeholder confidence in the company's strategic transformation.
- Elevated the "Trusted Network for AI" narrative, supporting investor and policymaker engagement.
- Increased CEO and executive visibility through agenda-setting media placements and global platforms, including 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 and senior leadership through one of the largest transformations in healthcare, helping reposition CVS Health from a pharmacy-led enterprise to an integrated health solutions company.

- Coordinated communications strategy for \$69B acquisition of Aetna, helping condition the market among investors, regulators, customers, employees, and media.
- Directed media relations programs to promote major initiatives, including the company's nationally recognized response to COVID-19, 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 \$50M youth tobacco control initiative.

**United States Golf Association**, Far Hills, NJ

**2011-2014**

**Managing Director, Communications**

Led communications modernization efforts for the governing body of golf in the U.S. and Mexico.

- 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, Global Marketing & Corporate Affairs**

Managed media strategy to promote global brand and stakeholder impact campaigns for #2 bank in U.S.

- Counseled senior executives on reputation management, corporate affair, 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 PR for the bank's post-merger rebranding and launch of nation's first online banking platform.

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**EARLIER CAREER**

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

**White House News Correspondent**

- Covered 1993 Healthcare Security Act; military operations in Haiti; and Clinton-Yeltsin Summit.

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**EDUCATION**

**Bachelor of Arts (BA), Communications**

Stonehill College, North Easton, MA