

Gregory A. French
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SENIOR COMMUNICATIONS LEADER

A creative and energetic communications leader with experience at a *Fortune* 500 company, at two top-ten national public relations agencies, and an influential Washington, DC-based trade association. Sector experience includes a deep background in health care, forest products and homebuilding, retail and professional services. Looking to leverage significant and diverse strategic communications experience in a challenging, fast-paced setting to deliver results that build loyalty, enhance reputations, and compel stakeholders to action.

Professional Experience

G!French Communications, New York metro

2012-present

Principal

Counseled and developed strategic programs for various clients. Types of projects have included marketing, employee, stakeholder, and divestiture/disposition communications. For Weyerhaeuser, support employee communications intranet (have written approximately 300+ stories and filled as managing editor while my client was on maternity leave). Helped revamp companywide intranet, writing, editing and posting content for about 200 pages in topics such safety and company policies.

Developed comprehensive communications strategy and materials to support THRIVE composites' highly successful launch, a market-changing tree-based plastic material. The product's launch was picked up by critical publications—including plastic, industrial design, "green" materials, and industry vertical trade press—driving product inquiries. Also created web content, product brochure, and other sales and trade show collateral for THRIVE. Developed message strategy and sales materials for Weyerhaeuser's Skin Wellness Grade of fluff pulp, a new product that promotes healthy pH balance in diapers. Other activities included executive speech writing (CEO annual investor meeting speeches and more).

For a start-up that consults businesses on improving employee engagement using emerging brain science, I developed a comprehensive communications and public relations launch strategy and content, including a corporate brochure and web copy.

Weyerhaeuser Company, Federal Way, Wash.

2006- 2011

Senior Manager, Business Communications

Initially hired to provide strategic communications counsel and implementation (writing, editing of collateral and executive messaging) for VP - Supply Chain, a CEO direct report. Subsequently transitioned to supporting business and executive communications initiatives for several of the company's primary business sectors.

Heavily involved in internal and external communications strategy and execution, including writing and editing press releases, media relations, publications and web content development, executive messaging, and speech writing. Also contributed written material to the Annual Report and yearly Sustainability Report.

- Won Weyerhaeuser's 2009 President's Award, the company's most prestigious honor, for the development of message points that helped change the federal tax code's treatment of Timberlands.
- Served as communications lead on companywide supply-chain reengineering initiative. Drafted communications materials, including leadership talking points and messages, Web content, and other collateral, rallying employee engagement around this complex and significant change initiative.
- Identified in-country agency and developed community relations outreach program for a significant capital investment project in Poland. Worked with various internal stakeholders (legal, regulatory, engineering, science) to draft a comprehensive list of more than 100 FAQs about the project and successfully generated support from Polish nationals living near the proposed facility and community leaders.
- Contributed to a cross-functional team to implement communications in support of the CEO's vision and revised strategic direction. Drafted executive talking points and developed articles for internal publications that successfully aligned senior managers and employees to support the company's new focus.
- Drafted several executive speeches on sustainability, the housing crisis and other issues.
- Developed content, sources and delivered the CEO's monthly letter to the board of directors (16+ pages) on time, every time. Content ranged broadly and required in-depth knowledge of a diverse set of topics, including sophisticated financial data, business operations and strategic issues. Converted this letter into a secure online delivery vehicle.

drugstore.com, inc. (now combined with Walgreens) Bellevue, Wash.

2004-2006

Director, Public Relations

Led PR for one of the nation's original Internet retailers, managing the function during a time of rapid change, focusing on achieving GAAP profitability for the first time since the company's inception. Promoted from Senior Manager, Pharmacy Public Relations in March 2005.

- Wrote news releases and media pitches that garnered placements in top-tier media outlets, including the *New York Times*, *Wall Street Journal*, *Washington Post*, and *USA Today*.
- Worked closely with a third-party coalition, and identified an opportunity for the company to provide testimony to FDA task force reviewing drug importation and U.S. Senate Special Committee on Aging on drug pricing for seniors. Developed briefing documents, talking points, and testimony.

National Association of Home Builders, Washington, DC

2000-2004

Staff Vice President, Publications and Nondues Revenue

Responsible for managing book development and publishing (creating 10-20 new in-house titles per year) and nondues revenue operations for the nation's largest and most influential residential construction trade association (210,000 members). Managed the bookselling and marketing operation, including the BuilderBooks.com store. Negotiated and oversaw a variety of affinity program relationships that provided members with discounts on products and services like General Motors cars and trucks, Dell computers, MBNA MasterCard, and others.

- Provided strategic direction on many marketing and communications vehicles that contributed to the book publishing and affinity program teams' success.
- Created systems and processes for maximizing bottom-line performance. Increased book productivity (in-house original titles) with the same team of two acquisitions editors.

- Rebranded member benefits program, which spearheaded incremental revenue growth on an annualized basis.

Golin Harris Communications, Chicago & Washington, DC

1996-2000

Vice President

Promoted from Account Group Supervisor, October 1997, and transferred to Washington, DC, to support office growth, and secured and helped such clients as Tampa-headquartered Intermedia Communications, Amazon.com (wish list launch, U.S. Postal Service joint marketing effort), Arthur Anderson (a change-management project with the U.S. Department of Education). Led management of the firm's newest office, reporting to General Manager. Earlier, during tenure in Chicago, responsible for day-to-day oversight of Bayer Aspirin and Abbott (Depakote) businesses, playing key role in helping Bayer to reinvent aspirin. Supervised a team of up to three individuals.

- Planned, wrote materials for, and executed 100th Aspirin Anniversary celebration for Bayer Aspirin, recognized by "Best of Public Relations 1998," CIPRA finalist. Concurrently, managed third-party relationships with association partners, including balancing interests of Bayer, American Heart Association and PGA Tour for "Strokes Against Stroke."
- Initiated comprehensive public education programs, including collateral materials, educating women about their unique risk factors for cardiovascular disease, and elderly Americans about how to assess and reduce their risk for stroke.
- Team leader in winning pitch for Abbott Laboratories' Norvir, the company's protease inhibitor for HIV disease.

Porter Novelli Public Relations, Chicago

1992-1996

Account Supervisor

Responsibilities included day-to-day management and client relations for accounts such as Zimmer Inc., an orthopedic implant manufacturer to educate orthopedic surgeons about the company's new knee implant system; Caremark, a home health provider to develop a maternity management program to support the firm's home uterine monitor for high-risk pregnancies; Mallinckrodt Veterinary, a leading animal health company; Delta Dental Plans Association, the nation's largest dental insurer; the American Society of Plastic and Reconstructive Surgeons during the silicone gel-filled breast implant crisis; Arthur Andersen's global best practices and knowledge management initiatives; and W.W. Grainger, Inc., an industrial supply distributor. Provided project support for such clients as Burroughs-Wellcome, Marion Merrell Dow, and Bristol-Myers Squibb.

Chicago Medical Society, Chicago

1988-1991

Assistant Director of Communications, Managing Editor of *Chicago Medicine*

Responsible for editing, writing and producing Chicago Medicine, a twice-monthly membership magazine with a readership of 11,000 physicians and medical students in Cook County, Illinois. As assistant director of communications, contributed to society's effort to improve physicians' image in Cook County. Managed the day-to-day activities of production editor and manager of classified advertising/secretary.

Education

Northwestern University, Evanston, Ill., Medill School of Journalism. B.S., Journalism; concentration: economics.