

LIZ GUBERNATIS

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INTERNAL EMPLOYEE AND EXECUTIVE COMMUNICATIONS DIRECTOR

Experienced in organizational change, employee engagement, and executive communications. Known as a creative idea generator and champion, working cross-functionally, creating inclusive, collaborative environments with stakeholders at all levels, and building strategic communications plans to achieve measurable results. Worked in small entrepreneurial teams, at moderately sized national non-profit organizations, and for a large animal health company on local, national, and global teams, developing and leveraging strong personal networks through simultaneous divestiture and acquisition processes. Adept at hands-on and intuitively engaging employees and executives with empathy and strong EQ, committed to co-creating positive company culture through effective communication.

- Executive writing and employee messaging
- Strategic communications cascade planning
- Cross-functional team building, leveraging multiple channels and stakeholders at all levels
- Employee engagement using research-based best practice methodologies with creative connections

EXPERIENCE

Boehringer Ingelheim

2015-2018

Internal, Executive, and Employee Communications Principal Specialist

Wrote, edited, advised, supported, connected, and inspired individuals, executives, and teams as they implemented best practices to effectively communicate. Designed, developed, and constructed executive webcast platform, executive writing, all-employee messaging, best practices research and advisement, event support, and bridge-building and networking.

- Developed communications cascade rhythm using combination of print and digital vehicles to inform and engage employees at all levels of the organization, increasing informed and engaged employee feedback resulting in increased productivity and morale.
- Crafted executive communication platform via monthly webcast, including writing, event management, executive support, employee feedback channels, increasing employee viewership and readership (transcript) by 300%.

Digital Corporate Communications Principal Specialist

Guided intranet storytelling and strategy and developed programming for communications screens, internal communications protocols, stall flyers targeting non-wired employees, and e-newsletter writing and distribution.

- Increased employee education, engagement, and attendance at 6 company sponsored events annually by strategically planning communications cascades leveraging combination of print and digital media with personal network of stakeholders at all levels.

Culture, Change, and Communications (CCC) Team**2016-2017**

Aligned to sensitively communicate organizational changes through simultaneous divestiture and acquisition processes with commitment to honoring and improving culture.

Lead Communications and Change Support for Fort Dodge Site**2016-2017**

Supported teams preparing and communicating through change including Site Director, Site Leadership (Transition Team), HR, and personal network at various organizational levels. Worked with Site Director to be visible and present, supporting teams through the stages of divestiture preparation.

- Showcased team efforts by engineering site-based cohesive look-and-feel implemented in meetings and communications, including buyer-focused materials enabling team to showcase site strengths, cohesion, and high-functioning productivity resulting in increased sale price of the site and assets.

Communications Cascade Leader for U.S. Headquarter Move Announcement**2016**

Collaborated with agency support preparing internal materials, comprehensive and sensitive cascade, employee-focused events on-site in Saint Joseph, and coordinated plans for follow-up.

- Created toolkits for executives, management of impacted populations, Change Champions, and HR business partners, leveraging empathy and strong EQ to provide professional and consistent messaging, providing scaffolding to empower leaders to process the announcement and lead teams through processing the announcement with minimal impact on site productivity.

Quality Culture Initiative, Marketing Excellence, Portfolio Management**2015-2018**

Consulted 3 Quality Excellence teams in local implementation of global cultural initiatives driven by BI.

- Spearheaded quarterly CEO Floor Walk, as advisor and team member of Industrial Operations Quality Culture Initiative team, improving executive visibility and offering employees opportunities to create authentic two-way conversations with leadership.
- Advised Marketing Excellence team on developing digital storytelling focused on showcasing employee success stories and increasing participation in professional development opportunities.
- Steered Excellence in Portfolio Management R&D communications, developing connections with global colleagues to create cross-functional connections empowering teams to collaborate across disciplines to discuss, discover, and explore methods used in other R&D concentrations.

Johns Hopkins University**Talent Development Secondary and Everyone Graduates Center****2006-2015****Assistant Communication Director****2011-2015**

Developed visual identity guidelines and online branding strategy for national non-profit with more than a dozen field offices. Wrote and delivered professional development modules for key staff, emphasizing move toward digital presence and storytelling, increasing online engagement by nearly 40%.

ADDITIONAL RELEVANT INFORMATION

- Microsoft (MS) Office: Word, Excel, PowerPoint, and SharePoint; Adobe Creative Suite: Photoshop, InDesign, Illustrator; HTML, CSS, PHP, JS