

MARK STORY

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STRATEGIC COMMUNICATIONS EXECUTIVE ♦ DIGITAL EXPERT

Highly experienced strategic communications professional with proven experience in public relations, public affairs, media relations, marketing, and digital/social media.

Areas of strength and exceptional skills include:

- Is a creative, strategic, left/right brained executive with extensive and innovative project design, implementation, execution and measurement experience in the healthcare, consumer, public affairs, legislative, regulatory and issue advocacy arenas;
- Has hands-on, senior-level experience in the international business, consulting, government and the private sector;
- Offers innate and collaborative problem-solving skills, having served hundreds of clients while working for global marketing and communications agencies for more than 12 years;
- Is a published author ("[How to Start Your Career as a Social Media Manager](#)," Allworth Publishing, 2012); and
- Is a digital communications graduate level professor at Johns Hopkins University (current) and Georgetown University (founding faculty of the School of Continuing Studies).

CAREER HIGHLIGHTS

NATIONAL CANCER INSTITUTE, Bethesda, MD

2014 – present

The world's leader in cancer research and treatment and part of the National Institutes of Health.

Communications Counsel:

- Aggressively recruited to join the Institute based on an outstanding reputation in strategic communications.
- Devises innovative and award-winning communications campaigns that enhance and protect NCI's reputation with lawmakers, advocacy groups, scientific organizations, online and offline media as well as the general public
- *Notable Accomplishments:*
 - My groundbreaking digital communications and outreach efforts during Ken Burns' three-night documentary, *Emperor of All Maladies* was recognized in articles in the *Public Library of Science* and the *Healthcare Hashtag Project*.
 - Received NCI Director's Award in 2015 and 2014 for my cancer-specific communications strategic innovation.
 - Developed the first-ever crisis communications, monitoring and rapid response program in the history of the Institute;
 - Assisted with a new, focused and more effective media relations strategy based upon making it easy for reporters to access, understand and write about our issues and science.

ALIBABA GROUP, HONG KONG, SAR

2012 – 2014

World's largest online platform connecting global buyers and sellers and the company that went on to become the largest I.P.O in history.

Director of International Corporate Affairs

- Led a dynamic, global team that developed and executed successful brand and product marketing initiatives in Asia and North and South America;
- Served on the I.P.O team (with Legal, Investor Relations, C-Suite and Corporate Affairs staff) shaping the company's issues environment leading up to the largest Offering in history;
- Anticipated and diffused potentially troublesome issues by creating a global issues monitoring system and rapid-reaction communications response team;
- Nurtured relationships with international, regional, local news media, influential bloggers and social media leaders as means to best communicate a complex corporate reputation story.

Notable Accomplishments:

- Defended and enhanced the company's global reputation with buyers, sellers, legislators and regulators at the most critical point in the company's history in the months leading up to the company I.P.O.

UNITED STATES SECURITIES AND EXCHANGE COMMISSION, Washington, DC**2008 – 2012**

Was recruited by then-Chairman Cox as the first-ever person to envision, create and implement a digital strategy in the history of the S.E.C.

Director of New Media

- Created and executed stakeholder outreach programs the online environment for Capitol Hill, Wall Street, investors and other market participants;
- Conceived first-ever digital outreach strategies for the Commission, including four Twitter accounts, mobile phone applications, a blogger relations strategy, a You Tube channel, an investor-focused micro site, a mobile Web site, five Facebook pages and an inbound and outbound email communications platform; and
- Navigated crises such as the financial crisis of 2008, the Bernie Madoff Scandal and the 2010 "Flash Crash."
- Notable Accomplishments:
 - Received Chairman's Award for Excellence for work in the XBRL "open data" initiative from Chairman Christopher Cox.
 - Recognized for contributions to communications efforts in Chairman Mary Schapiro's office as a "true asset and outstanding public servant."

FLEISHMAN-HILLARD PUBLIC RELATIONS, Washington, DC**2006 – 2007**

Recruited from APCO Worldwide, served simultaneously as senior vice president, head of the digital project management and client management teams.

Senior Vice President and Head of Client Management

- Developed online public affairs, government relations, grassroots, media, crisis, litigation and public relations programs for leading companies such as AT&T, Circuit City, EDS, Kroll Fraud Solutions and Steve Case's Revolution.com.
- Shaped issue debates through coalition creation and management, grassroots and issue-based campaigns in the bio/pharmaceutical, healthcare, financial and consumer sectors for clients in North America, South America and Europe.
- Supervised a staff of seventeen with full budget and profit and loss responsibilities, client account supervision and new business development.
- Notable Accomplishments:
 - Recipient of a team AVA Platinum Award for digital work on "That Guy," a multimillion dollar communications campaign that reduced binge drinking among enlisted U.S. military personnel. The campaign was produced and delivered via web sites, smartphone apps, video, print posters and informational sessions.

APCO WORLDWIDE, Washington, DC**2001 – 2006**

A 450-person public affairs firm with offices in North America, Europe and Asia and a Holmes Report award-winning, global public affairs and strategic communications agency.

Vice President

- Served as a Vice President developing and driving highly successful policy, advocacy, reputation management and grassroots campaigns for a variety of clients in the pharmaceutical, trade association, consumer, transportation, hi-tech and heavy industry sectors.
- Lead dozens of successful new business development efforts.
- Notable Accomplishments:
 - Developed an online grassroots field management intranet supporting a nationwide advocacy effort for the pharmaceutical industry, enabling field personnel to share information, news and status reports.
 - Was a three-time guest speaker at the Public Affairs Council Grassroots Meeting, presenting work and case studies to the nation's leading public affairs professionals.

- Was part of a global effort assisting Microsoft in a 2005 public affairs and issues management crisis communications and educational campaign involving a dispute with governments in Europe and South America;
 - Served on a global team that did all online strategic and crisis communications before, during and after the WorldCom bankruptcy filing in 2002.

THE BIVINGS GROUP, Washington, DC**1997 – 2001**

- Was the third most senior employee in a 65 person online public affairs agency described by Inside PR magazine as "...one of Washington's most sought-after independent firms." Supervised a profitable practice group assisting clients in 22 countries to successfully to navigate global public relations and public affairs challenges.

ACADMEMIC/TEACHING

Johns Hopkins University**2015 – present**

Graduate-level professor in the 10th-ranked university in the United States (U.S. News and World Report).

Adjunct Professor

- Teach courses in the fundamentals of online public relations as well as a capstone course, "Public Relations in the Age of Digital Influence."

University of Maryland, University College**2011 – 2012**

Graduate-level professor teaching course in public relations and creative writing.

Adjunct Professor

- Teach courses in the fundamentals of online public relations as well as a capstone course, "Public Relations in the Age of Digital Influence."

Georgetown University**2007 – 2009**

Was a founding faculty member of the School of Continuing Studies, a graduate school program designed for working professionals in the 20th-ranked university in the United States (U.S. News and World Report).

Adjunct Professor

- Created a first-ever course of its kind, combining the fundamentals of public relations and online communications, the "Intersection of Online and Offline."
- Notable Accomplishments:
 - Was the instructor selected to speak with potential students during informational and marketing open house sessions;
 - Was the sole instructor selected to present the weekend-long "P.R. Boot Camp" course;
 - Was featured in *Georgetown Magazine* for my successful and pioneering teaching work.

EDUCATION

Master of Business Administration

- University of Maryland, University College – College Park, MD (*Graduated with honors*)

Bachelor of Arts in Spanish Translation

- University of Maryland – College Park, MD