

KELLY S. LEAHY

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EXECUTIVE PROFILE

CORPORATE COMMUNICATIONS

Executive Communications ▪ *Internal Communications and Employee Engagement*
Marketing & Branding ▪ *Philanthropy & Sponsorship*

Energetic, highly versatile and creative leader in the development and execution of integrated communication strategies and initiatives that link to human resource and business goals, resonate with global customers, and generate significant revenue.

Experience... Extensive background in global corporate communications with a track record of delivering positive impact. Forward-thinking strategist who formulates targeted communications plans that proactively engage key internal/external stakeholders through integrated communications, public relations, media relations and advocacy, social media initiatives, and executive communications. Leader of end-to-end communications initiatives for audiences, ensuring key message delivery, audience engagement, positive brand affinity, leadership credibility, effective transitions, and healthy information flow.

Areas of Impact... Partner of C-level executives to consistently elevate brands to industry-leading position. Deployer of innovative technologies to improve sales pipeline, enhance employee participation, and generate leads. Developer of comprehensive global metrics system to evaluate campaign performance and optimize effectiveness.

EXPERIENCE

SUN LIFE FINANCIAL ASIA, Hong Kong ▪ Revenue \$755M ▪ 10/2013 - 06/2016 **DIRECTOR OF MARKETING & COMMUNICATIONS, Asia Pacific**

Developed and protected brand and reputation among internal/external stakeholders across key markets in Asia. Partnered with global peers to identify priorities and collaborated with local markets to implement communications programs. Directed executive communications (blogs, presentations, talking points, town halls, videos) and raised executive profiles through media training, message development, interviews, bylined articles, and issue management. Managed regional internal communications (quarterly updates, monthly newsletter, intranet content) and support for HR and other engagement activities. Oversaw brand compliance and leveraged corporate brand concepts for Asia adoption.

- **Generated 10M online and offline media impressions** and contributed to nearly 30% growth of Health & Accident business, promoting thought leadership in the area of health and wellness through the development of a multi-market consumer survey.
- **Consistently reached 100% participation rate** across Asia, leading communications for biennial Employee Engagement Survey, participating in global employer branding task force, and establishing first-ever CSR employee volunteer program and Employee Wellness Day.
- **Significant in Sun Life climbing 200+ places in Campaign Asia's list of Top 1,000 Brands**, overseeing region-wide advertising and branding programs and collaborating with digital teams to leverage social media.
- **Achieved 800K+ Facebook fans and widespread industry recognition for earned share of voice in Indonesia** by contributing to a successful social media strategy.
- **Contributed to the development of an innovative insurance program for diabetes patients in Hong Kong** by fostering a community partnership.
- **Designed a first-ever internal app** that successfully facilitated news and sharing among 125+ senior leaders at an annual meeting in Asia.

FLEISHMAN HILLARD, Hong Kong ▪ 2011 - 2013
SENIOR VICE PRESIDENT, Communications

Presided over strategic internal/external communications programs to engage clients, employees, media, and other stakeholders for leading multinationals. Managed account and creative teams, provided mentoring, brought ideas together for new business outreach, and regularly liaised with global network.

- **Visa Inc.: Led the agency's largest account** in corporate communications throughout Asia Pacific, Central Europe, Middle East, and Africa, partnering with Visa's teams in Singapore, the U.S. and worldwide. Advanced Visa's campaign for financial inclusion through content development, media relations, and participation in the World Economic Forum (WEF) and other events. Drove groundbreaking entry into Myanmar in 2012 through top-tier media such as The Wall Street Journal.
- **Janssen Asia Pacific** (Johnson & Johnson): Co-led **PRWeek Asia's 2014 Best Employee Communications Campaign of the Year** through an integrated campaign to promote integrity in business.
- **Manulife Asia: Partnered with Asia Head of HR** to develop multi-channel communications, including executive talking points, and support a major corporate reorganization.
- **AIA Group: Developed innovative brochure** summarizing Health Living strategy and CSR activities in Asia, which was featured on the website to target investors and key stakeholders.

MERCER, Hong Kong ▪ 2009 - 2011
ASSOCIATE DIRECTOR - COMMUNICATIONS

Directed multi-channel communications solutions targeting employees and key stakeholders for leading multinationals across Asia Pacific to deliver communication programs that fostered engagement and reinforced employer branding. Oversaw end-to-end project management, messaging, strategy development and implementation, and collaborated with teams to produce content in multiple languages across a variety of channels.

- **The Walt Disney Company (Asia Pacific): Achieved 99% office workforce participation** in employee wellness initiative in Hong Kong by creating a communications strategy and suite of materials.
- **FedEx Asia Pacific: Assessed effectiveness of internal communications in Asia** by designing and conducting an annual survey, making recommendations to leadership, and producing quarterly employee newsletter.
- **Galaxy Entertainment Group: Developed first-ever internal communications strategy** for this leading Macau-based gaming/hospitality company by leading C-level and employee focus groups.
- **TeleTech, United Overseas Bank, Prudential, Bank of America Merrill Lynch, and Goldman Sachs:** Developed a full range of employee benefit communications programs.

RUDER FINN ASIA, Singapore ▪ 2007 - 2008
DIRECTOR - CORPORATE TEAM

Clients: Visa Inc., Intercontinental Hotels Group

SENIOR COMMUNICATIONS CONSULTANT, San Francisco, CA ▪ 2001 - 2006
INDEPENDENT CONTRACTOR

Clients: Parachute (AOL alumni investors), Entopia, Domaine Carneros Winery

ROBINSON, LERER & MONTGOMERY (currently Finsbury), New York, NY ▪ 1998 - 2000
VICE PRESIDENT, COMMUNICATIONS

Clients: AOL, Viacom, Bertelsmann, Oxygen

RADIO CITY MUSIC HALL, New York, NY ▪ 1997 - 1998
PUBLIC RELATIONS DIRECTOR**KIEL CENTER (currently Scottrade Center), St. Louis, MO ▪ 1993 - 1997**
MARKETING AND PUBLIC RELATIONS DIRECTOR

EDUCATION

**VANDERBILT UNIVERSITY, Nashville, TN
BACHELOR OF ARTS IN POLITICAL SCIENCE**

MEMBERSHIPS AND AFFILIATIONS

**ASIA PACIFIC ASSOCIATION OF COMMUNICATION DIRECTORS
THE MARKETING SOCIETY
IABC HONG KONG**