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“One of the biggest thinking, most talented, and tremendously creative communications professionals I have ever worked with.”

—Beth Balsam, Former CEO Hill and Knowlton

Bryan McCleary helped put Brand PR on the map at P&G as a key marketing tool for the world’s largest advertiser. For more than 20 years, Bryan used his unique combination of creative, business, and political experience to develop and execute big ideas that enhanced the credibility and relevance of P&G brands in the hearts and minds of consumers. His detailed approach, follow through, and influence in moving teams from concept through execution made him a valuable asset to P&G. Bryan also includes his not-for-profit and cause marketing contributions at P&G as among some of his proudest achievements.

While at P&G, Bryan consistently elevated the company's profile among consumers and influencers. He also created many winning PR teams and is well known for building organizational capacity as well as training hundreds of P&G marketers around the world. While based in Europe, he built a PR organization and strategy from the ground up, working with offices across multiple countries to create globally consistent yet locally flexible campaigns. He was a strong leader in times of crisis, receiving positive press for his comprehensive and proactive steps to defend accusations that P&G's Pampers diapers caused chemical burns.

A diverse experience of not-for-profit and cause marketing is woven throughout Bryan's professional life. That includes sustaining a highly impactful, ten-year campaign with UNICEF to eliminate neonatal tetanus in third world countries. His work on another long-term program, "Crest Healthy Smiles," highlighted his ability to leverage public-private partnerships as he worked with US Surgeon General David Satcher in an effort to close the gap in dental health care between low- and middle-income children. That campaign also demonstrated his skill for helping not-for-profit organizations work together with the government to create new and high-impact programs. Bryan can also be counted upon for a much quicker turnaround as well, recently conceiving of a new year-end giving campaign for an international non-profit within a week. Bryan's wealth of work from all sides of not-for-profit partnerships gives him an exceptional advantage in helping organizations seek out the best partners and come to the table with great ideas ready to go.

Bryan seeks to work professionally in the not-for-profit sector, bringing his considerable experience to cause marketing. As he transitions from P&G, he has committed his expertise and creative leadership to three new endeavors. He currently consults for Social Capital Partnerships, creating marketing strategies, campaigns, and corporate partnerships for UNICEF, the American Cancer Society, and others. He's also raising the organization's thought leadership platform through various publications. In the fall, Bryan will become an Executive-On-Loan with The Carter Center, where he will help develop PR, branding, and corporate partnership strategies for the international nonprofit. He is also an Adjunct Professor of Communications at Xavier University.

Bryan enjoyed his prior service as a board member for CJ First Candle, working to fight Sudden Infant Death Syndrome, where he brought the benefits of his strategic planning skills and broad contact network. He hopes to find new board positions where he can continue making a positive contribution to important causes.

Before joining P&G, Bryan served as Press Secretary for US Senator John Glenn, from whom he learned the value of unflinching courtesy to others and the importance of appreciating an issue from all viewpoints. Bryan has been married to his wife Anne for 23 years and has two teenage children. He enjoys golf, scuba diving, and holds out hope he will soon think of the perfect ending for the spy novel he's writing in his spare time.