

Bryan McCleary

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Creative, Results-Oriented Communications Leader

Unleashing the creative genius in everyone to conceive and execute big ideas that build brands, enhance reputations, and strengthen causes that improve lives around the world.

Globally experienced communications professional able to take PR capability and organizations to the next level. Enroll others in new approaches that encourage growth. Bring a seasoned, outsider perspective to solve challenges. Create a learning culture to increase innovation, capability, and impact. Leverage external network to bring finger-on-the-pulse trends that inspire big ideas that deliver results. Specific strengths:

- Integrated Brand PR
 - Agency Strategy and Capability Building
 - Global Organization Design and Development
 - Employee Engagement and Communications
 - Issue and Crisis Management
 - Not for Profit Partnerships and Service
 - Cause Related Marketing
 - Creative and Narrative Development
 - Conference and University Speaking
 - Executive Coaching, Speechwriting, and Support
 - Training
 - Teaching
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Current and Upcoming Executive Engagements

Fellowship, The Carter Center, Atlanta, Fall 2017

Selected for Executive-On-Loan program for world leading NGO on human rights, democracy-building, and global health.

- Develop a recommendation for a corporate partnership strategy
- Contribute to an enterprise-wide branding initiative
- Assist in developing and implementing a PR program related to The Carter Center's efforts to eliminate River Blindness

Adjunct Professor, Xavier University, Fall 2017

Instructing undergraduate students in Communications Studies involving both classroom and distance learning settings.

Social Capital Partnerships, Consultant, Chicago, 2017

Partnering with one of the nation's premier firms counseling leading national and international non-profits on fundraising, cause marketing, and corporate social responsibility.

- Created strategies and campaigns for UNICEF, the American Cancer Society, Best Friends Animal Society, and others to partner with leading corporations including CVS, Panera Bread, General Motors, and AT&T
 - Modernized iconic UNICEF Trick or Treat campaign and created advertising concept for its holiday giving effort
 - Wrote trend articles to enhance the firm's thought leadership profile
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P&G

Cincinnati, OH, 1997-2017

Leader, Global Company Communications, 2015-2017

Provide global level strategic guidance, support, resources, and training to 150 P&G worldwide corporate communicators.

- Created vision and roadmap to step-change global functional training
- Developed global strategic planning process, including leading in-person workshops in six European markets, to set objectives and create innovative market action plans
- Transformed U.S.-focused, tactical reputation tracking into global strategic tool being used to make business and communications decisions on all continents

- Led agency reinvention and streamlining process concluding in selection of first-ever global agency-of-record for P&G Corporate Communications
- Conceived, orchestrated and chaired three-day Communications Consortium for one hundred managers from P&G, American Express, General Motors, J&J, and others rated among top in fifteen-year event history

Leader, Global Media Relations, 2013-2015

Served as company spokesperson, communications strategist, and leader of five-person team managing global media relations, financial communications, Annual Report and coordination of enterprise-wide global communications.

- Advised C-Suite on challenges and creative opportunities to build and protect company reputation
- Coordinated global strategy and responses to company-wide issues to ensure strategic consistency
- Oversaw worldwide coordination of company communications to achieve enterprise-wide visibility
- Developed compelling messaging and narratives for use across mediums and channels

Leader, Brand Operations, Household Care, 2012-2013

Led ten-member team for PR and social media execution across all U.S. brands in \$10 billion Household Care business.

- Built and coached team of mid-level professionals to ensure high performance and professional growth
- Helped pioneer targeted approach to year-round marketing in top 10 U.S. cities to increase market share
- Expanded programs for Hispanic consumers increasing brand equity and corporate reputation
- Enabled largest sampling event in New York City history to drive visibility and usage of P&G brands

Associate Director, Baby Care, the Americas, 2007-2012

Served as single point communications leader for largest company brand in Americas. Led team for Brand PR, stakeholder relations, issue management, sponsorships, cause related marketing, executive support, and employee engagement.

- Led two years of award winning "One Pack = One Vaccine" campaign, including launch on Oprah, building equity of brand and driving increase retailer support of Pampers
- Successfully defended brand during six-month social media and national publicity campaign accusing product of chemical burns
- Led big idea development and execution of Pampers leg of P&G's Thanks Mom Olympic sponsorship, driving global approach campaign and increased retailer support around the world
- Launched first mom blogger program and strategy at P&G establishing competitive advantage for Pampers
- Developed high performing team with individuals across Western Hemisphere creating first ever regional and cross-country approach to managing PR

Associate Director, Oral Care, Europe (Geneva), 2006-2007

Led Geneva-based Oral Care external relations developing strategy, pipeline, and content for local country execution.

- Launched Oral-B Power Brush integrated PR campaign across Europe. Developed steady stream of content and toolkits for local markets
- Selected, built capability among, and managed Europe-wide PR agency network
- Served as global "dean" of influencer marketing, developing, and leading training around the world

Associate Director, External Relations, Global Oral Care, 2001-2006

Served as single point global communications leader reporting to President. Responsible for proactive publicity, coordination with regions, cause marketing, issue and crisis management, and stakeholder outreach.

- Conceived ten-year cause campaign "Crest Healthy Smiles 2010" referred to as the "perfect example of public-private partnership" by US Surgeon General David Satcher
- Conceived and orchestrated deal to launch new toothpaste in one-hour episode of Donald Trump's *The Apprentice* reality show on NBC, including serving as an on-camera judge. This was the first major consumer brand to appear on the program and drove 2X expected sales
- Key leader in one of P&G's biggest launches of the decade – Crest Whitestrips. Executed one of industries earliest online pre-launch campaigns, driving nine-month "PR and internet-only" program ahead of launch among dentists, opinion leaders, and the media generating buzz and 10 million in pre-sales leading to 200 million in sales year one
- Secured largest PR budget at P&G
- Single point leader in embedding PR into new P&G brand building model

- Conceived and executed company-wide launch event to unveil PR/Influencer framework to 600 global marketing leaders, P&G CEO, and company leadership resulting in greater adoption and financial support of PR worldwide

Brand Manager, Crest Professional Marketing, 2005

Completed broadening assignment managing \$100M budget with responsibility for P&L, marketing, sales, and HR.

- Developed new professional advertising campaign
- Led project recommending options for enhancing the profitability of the brand
- Recruited thought leaders for Oral Health Cause Related Campaign to drive word-of-mouth among opinion leaders
- Coached four assistant brand managers and led cross functional operations team including marketing, sales, finance, professional relations, and HR

Manager, External Relations, Personal Health Care 1999-2003

Leader for communications launches and divestiture of products, contributor to crisis and issue management, engagement leader with stakeholders, and building knowledge and advocacy of PR among marketing organization.

- Created and executed PR launch of Thermacare driving advocacy among health, sports, and media world and contributing to 100 million dollars' sales in year one

External Relations Manager, Olestra, 1997-1999

Managed media relations, stakeholder relations, and crisis management for highly visible and controversial fat-substitute.

U.S. Senator John Glenn

Washington, D.C., 1992-1997

Press Secretary

Served as chief spokesman, media strategist, communications director, and speechwriter. Experience included work in both Senate and on successful re-election campaign.

Not-For-Profit and Cause Marketing

Applied extensive marketing, communications, and brand experience to seek out, create, and manage a variety of successful not-for-profit and cause campaigns making a positive impact on diverse populations worldwide.

- **"One Pack = One Vaccine" (2007-2009)** - Co-led one of P&G's most celebrated cause campaigns to fight neonatal tetanus in the developing world. Program helped UNICEF eliminate the disease in a dozen countries
 - **"Crest Healthy Smiles" (2000-2010)** - Founded a highly successful, 10-year low-income dental program. Built dental clinics in inner cities to address the gap in dental health between low-income and middle-class youth
 - **First Candle, (2011-2012)** - Served on the national board for the leading non-profit fighting Sudden Infant Death Syndrome. Helped develop communications and corporate partnership strategies
 - **United Way (2015-2016)** - Served as company fundraiser for two United Way campaigns. Set dollar record for giving in 2015, including 85% participation rate
 - **US Department of Health and Human Services (2012)** - Served on advisory board making recommendations to the federal government to stem the public health crisis around national vaccination decline due to autism concerns
 - Created corporate partnerships, cause efforts, and public awareness campaigns for a large number of not-for-profit and NGO's including: the Clinton Global Initiative, UNICEF, the Boys and Girls Clubs of America, the American Diabetes Association, and the American Dental Association
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Education

Master of International Affairs, George Washington University

Bachelor of Arts in Political Science, Miami University

Continuing Education coursework including Foundations of Nonprofit and Community Leadership and Organizational Assessment and Evaluation, University of Cincinnati (2017-2018)