



## Stacy Wilson, ABC Resume

### Summary

Nearly 2.5 decades of communications experience in a variety of industries, including telecommunications, technology, energy, retail food, healthcare, financial services and not-for-profit. Seventeen years of management experience. Demonstrated leadership capability in organizational management, change management and a wide variety of communication strategies and tactics.

### Vision

Deliver strategic leadership to clients, with particular emphasis on communication, process optimization and documentation, technology implementation, change communication and team development.

### Skill Highlights

#### Leadership and Management

- Facilitation
- Negotiation
- Empathic listening
- Coalition building and collaboration
- Team leadership/development
- Visioning, strategic planning, budgeting
- Metric development and measurement

#### Technology

- Interface development and usability testing
- Technology governance and content management
- Content development and training
- Electronic channel strategy and integration
- Advanced computer, networking and Web knowledge

#### Communication Strategy and Implementation

- Employee research (surveys, focus groups, etc.)
- Strategic planning and tool development
- Manager communication training
- Remote employee communication
- Crisis and change communication
- Event planning and promotion
- Video production management
- Publication production and readability
- Writing and editing

#### Other

- Staff development, mentoring and motivation
- Training development and implementation
- Internal consulting methodologies
- Change planning, process analysis, change communication
- Organizational culture assessment
- Driving brand behaviors among employees
- Fund raising and business development
- Automation of HR processes, staffing strategies and competencies, HR communication

### Employment History

**Eloquor Consulting, Inc.**, Lakewood, CO, President October 2001 – Present  
Strategic client service and project implementation for clients including: Adventist Health, American Century, Boston Market, ConocoPhillips, Fiserv ISS, IHS, IRS, Johns Manville, Key National Finance, MTS Systems, Newmont Mining, ONEOK, Smith & Nephew, Tyco Electronics, Xcel Energy and several other Fortune 100 companies. Projects focusing on: Strategic Employee and HR Communications (e.g., planning, measurement, enrollment, on-boarding and recruiting); Technology Strategy/Governance (including usability and social technology); Change Communication; Brand Integration; and OD/Culture Assessment. Author of *Consulting Skills for Communicators*, a manual, toolkit and workshop sold by IABC. Frequent public speaker. Business management and development for the firm.

Eloquor Consulting, Inc.

2702 S. Cole Court • Lakewood, CO 80228 • T 303-522-0411 • F 720-294-1408 • E [swilson@eloquor.com](mailto:swilson@eloquor.com)

**Towers Perrin**, Denver, CO, Senior Consultant July 2000-September 2001  
Led Denver communication consulting efforts for international consulting firm, including new business development and project implementation. Managed individual projects in six figure budgets. Grew practice from virtually no revenue to nearly \$750,000 in one year.

**William M. Mercer**, Denver, CO, Senior Consultant July 1999-July 2000  
Supervised communication team for international consulting firm's Denver office. Served as part of E-communication Team and Digital Change Communication Team. Responsible for business development and client management.

**Sprint Corporation**, KS, Director Corp. Internal & Executive Communications June 1996-June 1999  
Developed and managed enterprise-wide strategic internal communications for 71,000 worldwide employees (electronic, print, face-to-face). Led development of wireless division's intranet and overhaul of standards for corporate-wide intranet. Responsible for brand integration and employee research. Managed executive communications, Annual Report in 8 languages, total budget of \$1.5+ million.

**Truman Medical Center**, Kansas City, MO, Community Relations Director March 1994-June 1996  
Developed and implemented urban hospital's first strategic community relations program. Included events, employee communications, media relations, community events, etc. Led corporate image design. Member of hospital administrative staff and crisis team. Managed training program for mid-level management.

**Beech Acres**, Cincinnati, Ohio, Community Relations Director August 1989-February 1993  
Directed communication efforts for not-for-profit child welfare agency, including employee communications, media relations, events/displays, HR communications, community relations, advertising and corporate communication strategic planning. Led development of agency computer network. Member of 11-person management team. Involved in community advocacy and coalition building.

## **Education**

Southern Methodist University, Dallas, Texas  
Bachelor of Fine Arts — Communications, PR  
Minor — Dance Performance, Meadows School of the Arts

## **Volunteer Activities**

International Association of Business Communicators  
Southern Region Conference Chair, current  
IABC Colorado Accreditation Chair, current  
Chair of 2008 Southern Region Conference, 2006-2008  
Global Governance Committee, 2004  
Accredited Business Communicator designation, 1995  
Author and frequent speaker  
Member of International Board of Directors, 2002/2003  
Board of directors for District 5, 1999-2004 (past District Director)  
KC/IABC—President 96/97;  
Various Silver and Bronze Quill Awards  
Board Member, HOA  
Pro bono communication consulting for Tennyson Center for Children  
Colorado Human Resource Association  
Communication Director, July 2004-June 2006

## **Recent Publications and Presentations**

Speaker at IABC, ALI and Melcrum conferences. Published in *Communication World*, *Journal of Employee Communication Management*, *CW Journal*.

For a complete list of articles and speaking topics and engagements, go to [www.eloquor.com](http://www.eloquor.com).

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