

# Todd M. Woodward

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Head of Corporate and Marketing Communications for three Fortune 500 companies and the University of Notre Dame looking to join a purpose driven College or University to help build awareness, enhance reputation, and deliver against strategic goals. Integrated marketing communications leader with a proven track record for translating business objectives into communications strategies that are bottom-line focused and measurable. Experienced in data and insight-driven marketing and brand communications strategies that move stakeholder audiences to trust, engage, purchase, join and advocate for an organization, brand, or product. Reputation and issues management expert with a focus on earned, social and owned content marketing. Digital strategist experienced in leveraging alumni and donor networks, community organizations and brand partners to drive critical outcomes. More than a decade of experience managing global employee engagement and communications. Strong track record of managing domestic and global teams across diverse functions.

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## Skills

- Brand building experience for Fortune 500 private and public companies as well as the University of Notre Dame
- Proven track record for translating business objectives into communications strategies that are bottom-line focused and measurable
- Integrated marketing communications expert with a focus on social, digital, and owned content marketing
- Audience and funnel marketing strategist with the goal of driving brand reputation, engagement, desire, and loyalty
- Public Relations expert in positioning, campaign creation and proactive media relations
- Accomplished content marketer from global strategy and frameworks to digital, video, brand journalism and social execution
- Issues management expert from crisis management planning through counsel, action, and measurement
- Experienced leadership in external, internal, GA and investor communications
- Accomplished in SEO, SEM and social/ digital platforms and technologies
- Strategic marketing and communications planning and measurement dashboarding tied to revenue
- Demonstrated ability to lead, collaborate and counsel C-Suite and executive staff
- Voracious consumer of marketing, communication and Higher Education trends, strategies, and creative execution
- Seasoned professional with collaborative mindset and proven ability to foster and build relationships across complex internal, external, and global divides

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## Experience

AUGUST 2019 – SEPTEMBER 2021

**VP Global Communications / Herman Miller Group, Holland, MI**

Oversee all corporate, investor, industry, consumer, social impact, issues management and employee communications across the Herman Miller Group and their nine family brands.

Focus Areas:

- Designed and implemented the first global communications team and integrated communications strategy for the Herman Miller Group (HM and 9 global brands).
- Instituted the first global communications framework that included: (1) Corporate (Investor Relations, Issues Management, Executive Communications), (2) Thought Leadership, Products, and Innovation and (3) Corporate Social Responsibility (BetterWorld).
- Developed global content strategy to align HMG brands across earned, paid and social channels.
- Focus on earned media in the executive, thought leadership, innovation/ product and corporate social responsibility areas resulting in more than 5 billion media impressions.
- Guided all global employee communications (including revamping HMG Intranet and building first employee social channels (Social Chorus) through COVID-19 crisis at both the corporate and manufacturing levels across all of Herman Miller Group (globally).
- Worked closely with sales and dealer teams to develop and deliver content that drove differentiation and sales.
- Recently completed leading the global communications for the largest merger in the Furniture Industry (Herman Miller and Knoll) and creation/introduction of a new master brand (MillerKnoll).

**MAY 2018 – JUNE 2019**

### **Chief Communications Officer / Gallagher, Chicago, IL**

CCO at fourth largest global brokerage company overseeing executive, external, brand, product and employee communications. Externally focused on building brand awareness, thought leadership differentiation, corporate social responsibility, content marketing and sales enablement. Internally focused on employee attraction, engagement, and advocacy.

#### **Focus Areas**

- Globally aligned communications plan and framework built against company and business goals
- Designed and delivered first-ever thought leader global spokesperson bureau
- Tripled earned media coverage in both business/ general media and key specialty trade on-line and off-line publications
- Developed and managed all executive communications and CEO social media channels
- Move from internet-based employee communications to social app driven engagement
- Linked In content marketing pilot paired with Navigator and Sales Force to build producer personal brands, current client value (retention) and business prospecting in a GDPR environment

**NOVEMBER 2010 – MAY 2018**

### **VP, Corporate and Marketing Communications / Amway, Grand Rapids, MI**

Responsible for all corporate and marketing communications across 30 global markets. Focus areas included: global planning, Amway brand positioning, global reputation management and measurement, Global Corporate Social Responsibility, brand and product creative (with Agency if existing), executive visibility and media placement.

#### **Focus Areas**

- **Amway Brand:** developed, aligned and executed new Amway brand positioning globally – moving “sales” mindset to product and nutrition-based positioning and entrepreneurship
- **Public Relations:** global strategic framework for media strategy and placement, executive media placement and Amway brand and product placement
- **Content Marketing:** designed and implemented global content framework and social content strategy for alignment, clarity and metrics to drive growth and began first ever “brand journalism” approach to writing and distributing content.
- **Global Reputation:** built metrics-based, global reputation management framework adaptable to 30 key markets
- **Social Impact:** Implemented first-ever award winning global social impact platform (<https://powerof5.amwayglobal.com/>)
- **Issues Management:** in partnership with 25 key markets designed and implemented issues management communications platform to proactively combat reputational issues and ensure consistency of message

- **Sales Enablement:** partnered with sales to develop benefits-based content for education, training and sales, with Digital pioneered content delivered exclusively for social selling globally.

**JUNE 2004 – NOVEMBER 2010**

## **AVP, University Communications and Marketing / University of Notre Dame, South Bend, IN**

Responsible for Notre Dame Brand (academic) positioning and execution, academic and research thought leadership, public relations and issues management, employee communications and engagement, University marketing and communications agency (AgencyND), Notre Dame Website and the Notre Dame Magazine

### Focus Areas

- **Notre Dame brand:** developed and executed first-ever academic brand positioning (what would you fight for... ) that is still running today <https://fightingfor.nd.edu/>
- **Thought leadership:** worked with the President, Provost and Deans to develop key thought leadership focus areas and awareness building plans to drive academic reputation
- **Reputation and Issues Management:** Led or helped manage “front page” issues significantly attacking the Catholic, academic and athletic reputation of the University
- **University Marketing:** Built an award winning, cost-neutral integrated marketing communications agency (social, digital, web, print, photography and video) serving academic and administrative departments

**JUNE 1993 – JUNE 2004**

## **Executive VP / Weber Shandwick, Chicago**

Moved from Account Executive to EVP in 11 years, managing 50% of revenue clients (Chicago office) at world’s largest public relations agency. Industry-long client retention from delivering creative and measurable results.

### Focus Areas

- **Integrated Marketing Communications:** Managed integrated marketing communications – in partnership with advertising, promotional and digital agencies - for award winning Got Milk campaign
- **Consumer Focused:** Worked on some of the largest or most-influential consumer product brands including Got Milk (11 years), Harley-Davidson (11 years), Kraft brands (5 years), Unilever (5 years), Ace Hardware (8 years), Circuit City
- **Creative Mindset:** Award winning PR campaigns designed for the intersection of what is in the news and what the brand or company needs to communicate against targeted audiences

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## **Education**

**Bachelor of Arts / University of Notre Dame**