

Contact

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Top Skills

Leadership

Strategic Communications

Public Affairs

Judith Pryor

First Vice President & Vice Chair, EXIM Bank
Washington DC-Baltimore Area

Summary

More than 25 years of leadership experience spanning global marketing and communications, finance, trade, and public policy. From south Asia to the Middle East, to Africa and Western Europe; for international start-ups and Fortune 500 companies; her work has focused on the high tech, satellite communications and development and export finance sectors.

Experience

Export-Import Bank of the United States
First Vice President and Vice Chair
April 2022 - Present (1 year 7 months)
Washington DC-Baltimore Area

Export-Import Bank of the United States
Member, Board of Directors
May 2019 - July 2021 (2 years 3 months)
Washington, DC

Nominated to a four-year term by the President of the United States October 2017 and confirmed by the Senate May 2019. Portfolio encompasses Africa and the Middle East, the power sector including renewable energy, and minority and women-owned businesses.

Overseas Private Investment Corporation (now DFC)
Vice President, Office of External Affairs
August 2010 - January 2017 (6 years 6 months)
Washington, DC

Obama appointee for more than six years as Vice President, External Affairs at OPIC (now DFC), the USG's Development Finance Institution. Chief strategist for Agency's congressional, public affairs, communications and U.S small business development. Member of the Executive Leadership Team, held a seat on OPIC's Investment Committee providing input on all projects valued from \$20 to \$250 million. Manage a staff of 17. During tenure, OPIC's portfolio grew by 50 percent to \$21 billion.

Secured two largest budget increases in Agency's history and fostered numerous legislative initiatives including early groundwork on the BUILD Act.

WorldSpace

Sr. Vice President, Corporate Affairs

May 2005 - January 2009 (3 years 9 months)

(Also at Worldspace from 1997-2001)

Returned to WorldSpace (2005) to play key role in highly successful Initial Public Offering (IPO).

- Member of senior leadership team
- Corporate brand development and oversight: visual identity & messaging at corporate and regional levels, globally.
- Host industry roundtable events, global media tours with Chair & CEO.
- Established communications/marketing depts in offices around the world: 3 African countries, Middle East, Singapore, India, Indonesia, France, and the UK.
- Corporate spokesperson/crisis management
- Senior counsel to management on most public issues including crisis, regulatory, service/product, corporate management.

From 1997-2001: Responsible for both corporate and marketing communications during the private phase of this start up company's growth with major emphasis on establishing a presence in 11 markets worldwide.

Independently Employed

Consultant

February 2001 - May 2005 (4 years 4 months)

Provided marketing expertise to senior executives of various companies, developing and enhancing their corporate and product brands through a strategic integration of marketing and corporate communications programs.

WorldSpace Satellite Radio

SVP, Corporate Affairs

August 1997 - February 2001 (3 years 7 months)

Washington D.C. Metro Area

Please see above. I returned to WorldSpace in 2005.

Orion Network Systems

Director, Marketing Communications

1996 - 1997 (1 year)

Filled a newly created position to develop and implement corporate identity programs, marketing communications and media campaigns at this international technology company.

- Overhauled an outdated corporate brand, boosted slumping sales through strategic marketing initiatives, including guerilla warfare approach to combat well-funded competitors.

Results: In one year, enabled company to rise from an insignificant player to near sellout capacity on satellite product. Facilitated Asia/Pacific's sales team close on \$89MM satellite investment. Pivotal in positioning company for its subsequent, successful sale.

COMSAT

Public Affairs, Sales, Marketing Comms, PR

September 1989 - November 1996 (7 years 3 months)

- Tapped to lead all marketing and strategic communications for the mobile satellite businesses.
- Three years in marketing and sales to Cruise Ship Industry
- Recommended by Comsat President and selected by the 80-member international mobile communications satellite treaty group, Inmarsat, to lead their global media relations department in London (one-year post).

Henry J. Kaufman Advertising

Account Executive

1988 - 1989 (1 year)

Washington, DC

Account management: Better Sleep Council (Silver Anvil Award), National Pasta Association, & biz dev.

Hill+Knowlton Strategies

Account Executive

October 1986 - September 1988 (2 years)

Washington, DC

H&K purchased Gray & Co, effective October 1986

Gray & Company

Account Executive

June 1985 - October 1986 (1 year 5 months)

Washington, DC

Company sold to Hill & Knowlton, effective October 1986

Education

Bowling Green State University

BA, Communications