

## Contact

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(LinkedIn)

## Top Skills

Public Relations

Strategic Communications

Public Policy

# Victoria D.

Chief External Affairs Officer at the U.S. Cybersecurity and  
Infrastructure Security Agency

Washington, District of Columbia, United States

## Summary

I believe a message is best conveyed when you communicate with honesty. I'm a passionate communications professional with extensive experience finding strategic solutions to high-profile challenges. I've served as principal spokesman to the country's largest civilian agency, the nation's largest integrated health care system, leaders on Capitol Hill, Presidential Candidates, several U.S. Cabinet Secretaries and most recently, technology leaders. I'm a battle-tested leader having regularly developed and managed strategic and tactical responses during high-profile crises and large organization transformation so I've developed a proven track record using communications to help achieve policy objectives and repair brands. I'm dedicated to demonstrating organizational success through the stories of customers. My colleagues tell me I'm a thoughtful leader and trusted confident.

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## Experience

### Cybersecurity and Infrastructure Security Agency

Chief External Affairs Officer

September 2021 - Present (2 years)

Leads the nation's cyber defense agency's efforts to develop, implement and oversee current strategic communications to help critical infrastructure providers, technology companies and the American people understand how they can reduce risk, build resilience and ultimately keep the nation safer.

I'm able to do this by leading an excellent 50+ person team of media, social media, messaging, events, conference and strategic communications experts that execute our public affairs and communications programs.

### Cisco

Communications for Global and Domestic Public Affairs

May 2019 - September 2021 (2 years 5 months)

Washington D.C. Metro Area

Helping Cisco tell its story of building a more inclusive future for all through technology, policy and corporate social responsibility. Specifically by developing strategy, messaging and implement media relations and social media campaigns for Cisco's government affairs, public sector and executive leadership in the Americas, Europe and Asia with a particular focus on technology, cybersecurity, privacy, bridging the digital divide, the future of work, immigration, trade, government stimulus, and social justice.

### Victoria Dillon Consulting

#### Strategic Communications and Media Relations Consultant

January 2017 - May 2019 (2 years 5 months)

Communications consultant to tech companies, non-profits and political candidates. I help guide them through the strategy and execution of brand building, proactive and reactive media relations, social media and email campaigns, internal communications, and program and campaign management.

### Amazon Web Services

#### Public Sector Communications

July 2017 - January 2018 (7 months)

Washington D.C. Metro Area

Created and executed communications plans publicizing cloud computing success in government organizations, nonprofits and educational institutions including the U.S. Central Intelligence Agency, U.S. Department of Defense and American Heart Association; Wrote and managed content for major events and speaking engagements for the head of the AWS worldwide public sector business including keynote address for announcement of new region in the Middle East; Managed announcement of a new AWS cloud offering for the U.S. Intelligence Community which garnered coverage in every targeted tech publication and several new political publications; Worked closely with marketing team to develop digital media content and strategic opportunities with trade publications; Created and built relationships with U.S.-based reporters which resulted in the team surpassing its annual goal of customer-centric stories by 29%.

### U.S. Department of Veterans Affairs

4 years 7 months

#### Press Secretary

June 2015 - January 2017 (1 year 8 months)

Washington D.C. Metro Area

Principal department on-the-record spokesman and communications adviser during the second half of the Obama Administration for the largest civilian government agency during period of headline-grabbing crisis, leadership changes and agency-wide transformation; Developed and implemented brand management plans to increase positive media coverage resulting in trust of the VA increasing 13%; Managed proactive and reactive media relations teams and advised 200+ spokespersons throughout the agency; Developed messages to simplify complex issues in delivery of benefits and services, technology solutions and health care for the largest integrated health care system in the country; Trusted speechwriter and media trainer for agency leadership

#### Deputy Press Secretary

July 2012 - June 2015 (3 years)

Washington D.C. Metro Area

Planned, coordinated, and staffed senior leadership at interviews on every major cable and network station; hosted and moderated national press conferences, media roundtables, and interviews including appearance on 60 Minutes, Meet The Press and editorial board meetings with USA Today, LA Times and others; Developed strategy, managed media logistics and wrote principle remarks for press events at 300+ sites, many with embedded reporters; Implemented Veterans Day media plan which reached 171 million + national tv viewers and 60 million+ unique print readers; Lead almost daily crisis communications teams of technical, medical and research experts assembled to handle issues of issues of media interest; Worked closely with social media team developing content from events and based on key messaging.

#### U.S. House of Representatives, Office of Congresswoman Louise Slaughter (NY-28)

2 years 11 months

#### Deputy Communications Director

February 2012 - June 2012 (5 months)

On-the-record spokesperson; Managed all national and district press activities for busy member of House leadership; Developed strategy and lead communications program to end insider trading in Congress working with House of Representatives leadership staff for caucus-wide messaging, thanks in large part to the communications strategy, the STOCK Act was signed into law; Pitched, booked and staffed Congresswoman for print, editorial board and

cable interviews including appearances and mentions on The Daily Show, 60 Minutes

#### Press Secretary

August 2009 - January 2012 (2 years 6 months)

Managed all district press activities; Developed messaging to share the impacts of complex public policy with our constituents in simple and direct language, notable issues include international trade policies, transportation, health care, antibiotic resistance, womens issues, arts funding, and local economic development efforts; Managed direct outreach to constituents including e-newsletters, mass mailings, telephone town halls

#### U.S. House of Representatives, Office of Congressman Steve Israel (NY-2)

##### Legislative Correspondent

March 2009 - August 2009 (6 months)

Trusted member of Congressional staff responsible for managing and writing all constituent correspondence from busy Member of Congress; Developed and implemented a program that eliminated a 10,000 letter backlog of constituent mail

#### Various Presidential, Congressional and State Legislative Campaigns

##### Communications Director, Spokesperson, Get Out The Vote Leader

August 2006 - November 2008 (2 years 4 months)

On -the-record spokesperson for presidential campaign during the Iowa caucuses and back-to-back congressional primaries; Pitched, scheduled and staffed interviews for Senator, family and political surrogates Coordinated with political consultants to integrate advertising plans into unpaid media; Managed social media and email campaigns; Managed 12 organizers and thousands of volunteers setting up get out the vote activities across central Florida

#### Biden for President

##### Iowa Deputy Press Secretary

May 2007 - January 2008 (9 months)

Pitched, scheduled and staffed interviews for Senator, family and political surrogates taking advantage of extensive contacts and relationships built with Iowa reporters in all 99 counties. Thanks to extensive media research and pitching, all of the 200+ events the Senator held in the state had media attend

British House of Commons  
Researcher/Intern for John Grogan, MP  
June 2004 - August 2004 (3 months)

Researched policy issues of legislative interest, wrote constituent letters,  
spoke with constituents by phone and in person.

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## Education

The London School of Economics and Political Science (LSE)  
Business, International Relations and the Political Economy · (2020 - 2020)

Syracuse University  
Public Relations, Marketing, Political Science · (2001 - 2005)