

I am a strategic communications executive specializing in reputation management and rapid response, and have a unique ability to strengthen internal trust and collaboration while serving as a close advisor to founders and principals. I have a proven track record of navigating the intersection of communications, law, finance, and policy, and can quickly understand complex topics and translate them into thoughtful and impactful communications plans.

Having held a senior and business-critical communications role at a high profile startup-turned-public company, I am comfortable operating in complexity and ambiguity. Principals value my candor and unvarnished advice when facing complex reputational, legal, political, and image challenges. I approach my work with a bias for action, and view communications as a tool to build offensive strategies and a resource to influence policy while anticipating and managing risk.

Biden-Harris Transition

November 2020 – January

2021

Nomination Communications, Economy

I was selected to be a part of the presidential transition team following President Biden and Vice President Harris' historic win. Along with the other members of the Economy team and with communications partners, I was charged with the responsibility of connecting the American people with the Biden-Harris Transition's nominees entrusted to lift America out of the current economic downturn.

- Co-managed strategic offensive and defensive communications efforts around nominees and appointees to the Office of Management and Budget and the Council of Economic Advisors.
- With legislative, public engagement, and Transition Communications teams, developed communications strategies towards the shared goal of ensuring our nominees will be confirmed by the U.S. Senate.
- Managed press engagement for the Council of Economic Advisors following the rollout of the President's historic rescue and recovery proposals.
- Served as a main point of contact on communications matters for nominees.

Lyft

January 2016 – October

2020

Deputy Head of Communications

Head of Corporate, Crisis, and Financial Communications

As Head of Corporate, Crisis, and Financial Communications at Lyft, I established and positioned the company's corporate brand to bolster its reputation among riders, drivers, investors, regulators, and press. I led Lyft's strategic communications to increase consumer confidence and manage its reputation through litigation, transactions, market challenges, and bet-the-company crises. I was tasked with additional areas of ownership during my nearly five years at the company -- including leading communications for its IPO -- as

a result of both my ability to create compelling narratives that influence public opinion and my reputation for working collaboratively to anticipate and insulate the business from risk.

In this role, I was responsible for leading overall positioning, reputation management, and rapid response, as well as financial, safety and privacy, and crisis communications. Navigating a never-ending set of business, competitive, and regulatory challenges, I led teams managing responses to sensitive topics, e.g. rideshare safety, COVID-19, privacy issues, litigation, mass layoffs, and more, resulting in risk mitigation across lines of business. I also served as the primary on-the-record spokesperson.

As the company's first corporate communications hire, I went on to manage experts responsible for regional and international communications, as well as strategic communications for executives, Lyft's enterprise and autonomous vehicle businesses, and diversity+inclusion, civic engagement, and social justice issues.

I was the main communications point of contact cross-functionally and consulted on sensitive issues as it related to the company's product roadmap, product marketing, brand and entertainment marketing, paid marketing, social media, community engagement and policy partnerships, product placements, customer service and support, trust and safety initiatives, and ride insurance. As a founding member of the company's Safety Council, I worked alongside the General Counsel, Chief Policy Officer, and other department heads on developing the strategic direction of the company's community safety initiatives (e.g. safety products, features and policies; trust and safety; outside safety advisors, government relations) which evolved to health safety initiatives following the emergence of the Covid-19 pandemic.

I served as deputy head communications and member of the Communications Leadership Team, and was responsible for building and protecting Lyft's external brand. On a team of 35 with a budget of \$2 million, I managed long- and short-term strategic direction, as well as team administration and operations. In this capacity, I oversaw: annual plans and quarterly objectives; personnel decisions, including hiring and firing; performance reviews and compensation; outside agencies; events; teambuilding and departmental training activities; team member career development; and team DEI strategy.

Beyond my scope, I served as a trusted counselor to the co-founders and C-Suite, including managing their personal communications efforts and developing plans for their family offices and philanthropy. I was also a senior advisor to the co-founder and President on strategy and communications, including personal public relations matters. I was an advisor throughout all major inflection points facing the company beyond just communications, serving as the project manager for cross-functional rapid responses and as the company prepared for major issues and events.

- Led all aspects of strategic offensive and defensive communications efforts around key corporate initiatives, milestones, and issues, serving as primary on-the-record spokesperson.
- Drove awareness, managed public perception, and created a differentiated narrative, resulting in the successful perception shift of the company from an underdog to a formidable competitor in the rideshare industry.
 - Served as on-the-record spokesperson for the company in national and local publications, including Wall Street Journal, New York Times, Washington Post, Business Insider, Reuters, Bloomberg, NPR, CNN, TechCrunch, and more.

- o Partnered with executives on their communications needs, including ghostwriting byline articles and op-eds, company releases, and event talking points. Prepared executives for media engagements and speaking events, including the preparation of briefing documents, expected FAQ, key messages, basic media fundamentals and more.
- Representative highlights included:
 - o Supporting Lyft's strategic agenda and mitigating risk across lines of business, and managing communications surrounding sensitive issues.
 - o Coordinating and leading the execution of communications, media, PR, and risk management initiatives for Lyft's 2019 \$24.3 billion initial public offering, as well as its Series G, H, and I fundraising rounds, subsequent earnings cycles, and M&A.
 - o Writing and developing a strategic campaign around co-founder thought leadership, squarely putting Lyft on the map as a visionary on the future of work and transportation, and a player in the autonomous vehicle space.
- Built and maintained strong relationships across Lyft at every level, including co-founders and C-level executives, business line heads, corporate function leaders, and more, leading to increased collaboration and a deeper understanding of a diverse and complex organization.
- Spearheaded corporate communications and budget planning, soliciting input from key stakeholders and mapping communications efforts to company objectives. Adjusted tactics as needed due to ongoing challenges.

Sard Verbinnen and Co
2015

June 2010 – December

Senior Associate

During my time at strategic communications firm Sard Verbinnen and Co, I provided strategic counsel for public and private corporations to manage their overall positioning and specific events, including mergers and acquisitions, shareholder activism, investor relations, restructuring, management changes, litigation, crisis situations and various other catalysts for corporate change. I managed all account responsibilities as well as budget and client relationships, including serving as a highly visible daily point of contact and an on-the-record spokesperson.

- Representative highlights included:
 - o Edie Windsor's successful challenge to constitutionality of Defense of Marriage Act (DOMA);
 - o Haim Saban regarding his fundraising/support of Hillary Clinton's presidential campaign.
 - o Launch of Schwarzman Scholars program at Tsinghua University (Beijing), started by Blackstone's Stephen Schwarzman.
 - o Appointment of Jane Hartley as United States Ambassador to France.
 - o Herbalife in connection with a short campaign against the company by Bill Ackman.
 - o The Clinton Foundation in connection with CEO departure in anticipation of 2016 Hillary Clinton presidential campaign.
 - o GNC in connection with New York Attorney General investigation into their products.
 - o Fabrice Tourre in connection with civil securities fraud charges brought by the SEC.
 - o Anne Dias Griffin in her high profile and contentious divorce from Citadel founder, Ken Griffin.
 - o Leo Apotheker, former CEO of HP, following his departure after HP's \$8.8 billion write-down.
 - o Syracuse University on allegations against its assistant basketball coach.

- o Wynn Resorts regarding its FCPA and breach of fiduciary duty claims against its largest shareholder/a Director.
 - o Special Committee of Dell in connection with Carl Icahn's contested sale of the company to Michael Dell and Silver Lake.
 - o Successful NYSE listing of IGT, the global leader in gaming experiences, including lotteries, gaming machines, social, mobile and interactive.
 - o Successful NYSE listing of Manchester United.
 - o Ina Drew, former JPMorgan Chief Investment Officer, following her resignation due to 'London Whale' scandal and in preparation for Senate Committee Hearings on the bank's losses.
 - o PIMCO following public missteps of Founder and Chief Investment Officer and leading up to his sudden departure.
- Authored and edited various communication materials used by clients internally and publicly including press releases/statements, employee and investor documents, and recommended strategy proposals.
 - Served as spokesperson providing background information and on-the-record statements and/or select pitching of news stories on behalf of clients through outreach and interaction with key financial, trade and consumer media.
 - Interfaced daily with the media and developed strategic relationships with key members of the press.
 - Managed and oversaw direct reports on all aspects of account responsibilities including daily media monitoring, initial drafts of materials, development of targeted media lists, research projects, and planning rollout schedules for announcements, among others.
 - Contributed to account retention and new business; prepare RFPs and new business presentations.
 - Selected to spearhead entry-level internal training program and instruct new hires; supervise development of new colleagues and interns through organized internal mentoring program.

EDUCATION

Northwestern University - Evanston, Illinois

June 2010