

David Henry Purdie

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Communications Executive: Brand, Executive, Crisis, & Internal | VP, Head, Sr. Director

- **Senior Communications Leader with 13+ years of experience** building marketing and communications teams, developing content strategy, refining brand storytelling, and establishing strategic partnerships to improve a brand's image and reputation externally and internally.
 - **My expertise includes working with CEOs and executive teams** in various industries such as automotive, cybersecurity, entertainment, fashion & beauty, food & beverage, media, technology, and telecom across North America, Europe, Latin America, Asia-Pacific, and the Middle East.
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Professional Experience

One Story Group, Brand Management & Communications Consulting. 9/2023 to Present
Senior Communications Consultant & Managing Director, <https://onestorygroup.com> Los Angeles, CA

- Trusted by brands like Everlane and Wilding Brands to creators and influencers, as well as CEOs and leadership teams.
- Spearheaded CEO communications strategies, content creation, and brand positioning for the C-suite clients to significantly enhancing their presence, thought leadership, and strategic partnership opportunities across North America and Asia.
- Crafted high-impact content that led to a 50% increase in valuable partnerships and a 40% boost in overall media coverage, leveraging strategic outreach to elevate client visibility and influence in the food & beverage, fashion, entertainment, technology, and media space.

Tanium, Cybersecurity and IT management platform that can identify, control, and patch in real-time. 8/2021 to 9/2023
Director of Executive and Corporate Communications, <https://tanium.com> Los Angeles, CA

- Led global communications strategy, ensuring consistent brand messaging that reflected the brand's core values across all channels. Orchestrated high-impact events and strategic partnerships with industry leaders like Barclays, Google, Hermès, Honeywell, and Microsoft.
- Developed and executed a global executive communications strategy that positioned the executive team as leading industry thought leaders. Delivered over 50 keynote speeches and presentations at events, resulting in a 30% boost in media coverage and 20% to digital/web traffic.
- Revamped internal communications strategy, significantly enhancing employee engagement by launching employee resource groups, enhancing internal newsletters, and utilizing digital platforms like Slack and Intranet. Crafted executive content including speeches and presentations for town halls, quarterly all hands, board meetings, speaking engagements, and media events.
- Implemented crisis communications protocols that strengthened customer trust. Led a steering committee to respond to emerging challenges, achieving a 20% reduction in crisis resolution time and maintaining a 99% customer satisfaction rating during critical incidents.

Zenlayer, Provider of on-demand cloud services to improve digital experiences. 5/2020 to 8/2021
Head of Corporate Communications, <https://zenlayer.com> Los Angeles, CA

- Developed and launched Zenlayer's new brand identity, global communication's strategy, and marketing guidelines collaborating with cross-functional teams to develop a cohesive and impactful brand strategy in preparation for potential IPO.
- Provided strategic and influential communications strategy and content instrumental in securing \$50M in Series C funding by collaborating with the CEO and executive team on investor presentation decks, press releases, and other strategic communication materials.
- Built communications and social media teams across the U.S., China, and India, resulting in increased media exposure by 250%, social media reach and engagement by 300%, and digital/web traffic over 150% in 6 months through targeted campaigns with strategic partners in gaming, media, entertainment, and e-learning publications. Managed strategic partnerships with IBM, Microsoft, and TikTok.
- Elevated Employee Engagement Score (ENPS) by 40% with development of employee communications (website, newsletter, monthly events) and employee mentoring initiative. Created digital platform for virtual kickoffs and all-hands meetings during Covid-19 pandemic.
- Mentored and engaged the CEO and executive leadership team in delivering high-profile thought leadership and executive presence through external and internal communications, investor relations, media interaction, and public-facing events.

AT&T Inc, Multinational communications, technology, media, and entertainment giant. 5/2013 to 10/2019
Senior Executive Communications Manager & Chief of Staff, <https://att.com> Dallas, TX & Los Angeles, CA

- Working with the Chairman and CEO Randall Stephenson (2007 – 2020), I planned and developed communications strategies to strengthen his influence in the industry and his overall brand image and reputation. My work included engaging with major media outlets, authoring speeches, developing presentations, and preparing the CEO for key external and internal events. I established the CEO as a thought leader in media and entertainment, where he earned the CEO of the Year Award (2016) for his work in the AT&T/DIRECTV deal.
- Led pre- and post-merger communication strategies for DIRECTV and AT&T, supporting the Chief Content Officer and Chief Product Officer, ensuring consistent brand messaging across the U.S. and Latin America. Created content that highlighted the brand's history, values, and legacy across various platforms (e.g., social media, web, press releases). Gained favorable media exposure with WSJ, LA Times, Forbes, and CNBC.

Cowboy Technologies, For-profit venture capital arm of The Innovation Foundation at Oklahoma State University. 8/2012 to 5/2013
Communications Manager, <https://cowboytech.com> Stillwater, OK

- Oversaw planning and execution of PR and marketing strategies for start-ups.

FleishmanHillard, Leading global communications agency for top corporations 5/2012 to 8/2012
Consumer Engagement & Communications Intern, <https://fleishmanhillard.com> Dallas, TX

- Supported content development, reputation management, and media relations for General Motors, Chevrolet, AT&T, and USAA.
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Education & Credentials

Master of Business Administration (MBA), Pepperdine University | **Public Relations (BS)**, Oklahoma State University | **Korean**, Yonsei University
Public Affairs Officer (Volunteer), American Red Cross, Los Angeles | Honored with Oklahoma State University Hall of Fame Rising Star Award