

## David Henry Purdie, MBA

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### Fortune 10 CEO Communications Leader | Executive, Crisis, Product & Internal Communications | VP, Head, Director, Advisor

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- Global Communications Executive with 13+ years of experience in executive communications and PR for global organizations.
- Partnered with and trusted by top executives including Randall Stephenson (CEO of AT&T), Alfred Chang (CEO of Everlane), and President Bill Clinton (#42) to deliver high-impact communications across industries such as automotive, beverage, fashion, media, and technology.
- Built and guided high-performing teams at AT&T, DIRECTV, Tanium, and Zenlayer, generating measurable communications ROI through data-driven campaigns that elevated brand equity, media coverage, and stakeholder engagement across North America, EMEA, and APAC.

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#### Professional Experience

**Everlane**, American clothing retailer, <https://everlane.com> . October 2024 to Present  
**Communications Advisor to CEO**, (fractional consulting). Los Angeles, CA

- Advisor to the CEO Alfred Chang. Responsible for global communications strategy, executive messaging, and internal communications.

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**One Story Group**, Executive communications, PR & brand consulting, <https://onestorygroup.com> . September 2023 to Present  
**Senior Communications Consultant & Managing Director**, (Contracting, consulting, fractional, and freelance projects). Los Angeles, CA

- Developed communications strategy, content plans, and brand opportunities for a Los Angeles based CEO to significantly enhancing their industry presence, thought leadership, and strategic partnership opportunities across North America, Europe, and Asia.
- Led PR for Stem Ciders, Howdy Beer Co., and creator Pints and Panels boosting their overall media coverage and partnerships.
- Advised Executive team at Wilding Brands, a portfolio of beverage brands, during merger & acquisitions of 22 brands across North America.

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**Tanium**, Cybersecurity company, <https://tanium.com> . August 2021 to September 2023  
**Director of Executive, Internal, and Corporate Communications**. Los Angeles, CA

- Developed and implemented an annual global communications strategy that elevated the executive team as industry thought leaders.
- Crafted executive content for a multi-country product roadshow introducing the brand's new product category, engaging 2,000+ customers through 50+ executive keynote presentations alongside customers Barclays, Google, Hermès, Honeywell, and Microsoft, driving a 45% year-over-year increase in sales leads, a 50% surge in media coverage, and a 70% boost in digital traffic across web and social media channels.
- Led a global internal communications strategy, driving leadership communications, employee engagement, and manager enablement for 2,000+ employees. Partnered with cross-functional teams (Sales, People, Marketing, Product) to launch scaled communication channels (all-hands, leadership roundtables, go-to-market toolkits), resulting in a 40% boost in overall employee engagement scores.
- Implemented crisis communications protocols that strengthened customer trust. Led a steering committee to respond to emerging challenges, achieving a 75% reduction in crisis resolution time and maintaining a 99% customer satisfaction rating during critical incidents.

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**Zenlayer**, Provider of on-demand cloud services, <https://zenlayer.com> . May 2020 to August 2021  
**Head of Global Corporate Communications**. Los Angeles, CA

- Directed and expanded a global communications team covering content strategy, PR processes, social media, and internal communications. Partnered with cross-functional teams to deliver high-impact messaging that supported a successful \$50M Series C funding round.
- Built 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 strategic and targeted campaigns with strategic partners like IBM and Microsoft.
- Elevated employee engagement (ENPS) by 40% with development of new internal initiatives such as an Intranet, monthly newsletter, town halls, and employee engagement events. Migrated the company to virtual kickoffs and all-hands meetings during Covid-19 pandemic.

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**AT&T Inc**, Telecommunications, media, and entertainment company, <https://att.com>. May 2013 to October 2019  
**Senior Executive Communications Manager to CEO & Chief of Staff**. 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 such as MWC, CES, and the Business Roundtable. Established the CEO as a thought leader in media and entertainment, where he earned CEO of the Year Award (2016).
- Developed executive level briefings, speeches, and presentations to support Randall Stephenson in his roles as Chairman of the Boy Scouts of America (2016 – 2018), Chairman of the Business Roundtable (2014 – 2016), and Board Member of the PGA tour.
- Led pre- and post-merger communication strategies for DIRECTV and AT&T, supporting the CEO, CPO, and Chief Content Officer, ensuring consistent brand messaging across the U.S. and Latin America. Created content strategy 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.

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**Cowboy Technologies**, <https://cowboytech.com> . August 2012 to May 2013  
**PR & Communications Manager**. Stillwater, OK

- Led marketing campaigns and PR for startups funded by the university. Developed communications to increase media coverage and drive sales.

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**FleishmanHillard**, Global communications agency, <https://fleishmanhillard.com>. May 2012 to August 2012  
**Consumer Engagement & Communications Intern**. Dallas, TX

- Supported content strategy, social media development and monitoring, 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, American Red Cross, Los Angeles (2023 to Present) | Honored with Oklahoma State University Hall of Fame Award

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