

JOHN NOVARIA

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Communications strategist who secures winning outcomes in key disciplines ...

- Crisis communications: Navigating challenging circumstances with acumen, agility and maturity
- Executive communications: Counseling, influencing, bringing vision to life
- External communications: Relationship building, reputation management
- Internal communications: Execution, measurement, validation

Broad experience in financial services and corporate environments ...

- Strategic analysis: Bringing global perspective to issues, challenges and initiatives
- Plan development and execution: Leveraging the strategy, building the model and generating results
- Leadership: Managing with acknowledgement and transparency

Principal & Owner

Novaria Communication

Los Angeles CA

July 2012-present

Executive

- Draft leadership speeches, presentations, messages and blogs for Swiss Re
- Wrote insurance executives' remarks for Women in Insurance Global Conference (2014 and 2015)
- Wrote CEO remarks to national distribution force for leading financial services company

External

- Develop marketing materials for Swiss Re, world's largest reinsurer
- Developed communications plan for AIG, leading provider of insurance and financial products
- Designed PR campaigns and marketing materials for financial services client
- Write articles for *Independent Agent* magazine
- Manage media relations and stakeholder communications for Better Business Bureau of Los Angeles
- Developed and executed PR campaign for launch of dental benefits network
- Developed and executed PR and social media campaign for healthcare startup
- Developed communications plan for US-China film venture, secured media interviews and speaking engagements
- Draft white papers on infrastructure and transit for engineering client
- Write case studies for manufacturing client

Communications Consultant

Raytheon

January 2012-June 2012

Executive

- Drafted leadership messages and blogs on divisional strategy

Internal

- Consulted with leadership on improving business performance by increasing employee engagement (e.g. identify key influencers, maximize CEO voice, articulate strategy and reward behavior)
- Influenced a significant cultural shift by designing and implementing a communication platform for CEO and 1,600+ managers, providing them with tools to explain the strategy to their teams: talking points, Q&A documents, presentations and surveys

Vice President, Communications
Swiss Re
July 2006-January 2012

Crisis

- Developed and steered communication of 12% reduction in workforce
- Co-managed communication during unexpected departure of CEO
- Managed communication to media, key stakeholders and employees following loss of key client data

Executive

- Counseled and supported CEO of \$9+ billion Americas division, coordinated communication of financial results, business updates and transformation initiatives
- Wrote CEO communications including quarterly messages, blogs, speeches and remarks
- Designed and implemented regular town hall meetings to showcase CEO and executive vision

External

- Supported Governmental Affairs with positioning, messaging and written materials during implementation of Dodd-Frank Act

Internal

- Led team of internal communicators supporting 12 P&Ls and support areas (e.g. Finance, HR, Legal, Risk) and 20 locations, earning exceptional satisfaction reviews from internal clients (61 Net Promoter Score)
- Produced intranet newsletter and drafted articles in support of divisional strategy and customer experience initiatives
- Counseled leadership on the need to align employees to divisional targets to improve performance; designed and deployed video-driven employee engagement campaign showing how employees impact the customer experience
- Served on Diversity & Inclusion task force, advised on communication issues and prepared messages

Global Media Relations Leader
GE Insurance Solutions
August 2002-July 2006

Crisis

- Steered crisis communications and served as spokesperson during period of heightened scrutiny of company's underwriting standards
- Managed communication of company's position during NY Attorney General's investigation into broker incentive payments

Executive

- Supported P&L leaders by developing 32 communications plans to manage successful business acquisitions and dispositions

External

- Secured and facilitated 150+ CEO, executive and expert interviews with insurance and financial journalists
- Produced 75+ news releases in support of product launches, acquisitions, joint ventures, executive appointments and trade show appearances
- Conducted media training for 35+ executives, P&L leaders and experts
- Devised Six Sigma process improvement to ensure more precise delivery of company messages in media; increased Key Message Penetration by 22% over a six-month period
- Managed team of regional spokespeople and recent graduates in GE Communications Leadership Development Program

Internal

- Co-managed and executed Project Safeguard, a corporate citizenship initiative that deployed 1,400 volunteers to conduct safety retrofits of childcare centers in cities including Chicago, Miami, New York and London

Vice President**Barkley****August 1997-August 2002**

- Developed and executed PR campaigns for clients in financial services, healthcare, professional services and consumer packaged goods, increasing market share and managing regulatory, economic, safety and corporate social responsibility issues
- Partnered with celebrities (Rob Lowe, Lucy Liu, Patricia Arquette and others) to promote Lee National Denim Day® and propel it to the nation's largest single-day fundraiser for breast cancer awareness, research, screening and treatment

Executive Producer**KMBC-TV****August 1983-August 1997**

- Served on management team that transformed station from #3 to market leader—#1 rated in all newscasts
- Developed *Monday Night Football* pregame show
- Launched first morning news show in the market
- Produced approximately 2,400 newscasts, managing anchors, reporters, photographers and editors through daily newscast production process
- Elevated reputation and profile of station by forging an alliance with the Dream Factory, a charity that grants the wishes of seriously ill children

Princeton University

Bachelor of Arts in English, 1980

University of Missouri

Masters in Journalism, 1982

Personal Information

- Board member, PRSA Independent Practitioners Alliance
- California Resident Insurance Producer License # OI64876
- Certified LinkedIn blogger
- Two-time Emmy winner
- Recipient of GE Summit Award
- Board member, Princeton Club of Southern California
- Regional vice president, Princeton Class of '80 (southern California)
- Interests: Gym, hiking, beach, reading, piano

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