

Stephen Soltis

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Executive Profile

Award-winning executive communication professional with 30 years of experience, including 22 years of Fortune 500 experience.

Skill Highlights

Leadership Communication
Employee Communication
Executive Speechwriting
Investor Communication
Crisis Communication
Media Relations
Project Management
Event Planning
Staff Development

Professional Experience

The Coca-Cola Company
Group Director, Leadership and Employee Communication
Atlanta, GA
November 2013 to Present

Responsible for leadership and employee communication, including executive positioning for Chairman and CEO. Oversee all proactive speaking placements, development of key message planks, internal and external speechwriting, video scriptwriting, correspondence, opeds, by-liners, book chapters, white papers, and strategic internal documents.

Also responsible for corporate employee communication function, overseeing staff of five professionals who lead the company's intranet, employee-engagement, and change-management communication efforts.

The Coca-Cola Company

Director, Leadership Communication

Atlanta, GA

September 2006 to November 2013

Responsible for leadership and employee communication, including executive positioning for Chairman and CEO. In that role, oversaw all proactive speaking placements, development of key message planks, internal and external speechwriting, video scriptwriting, correspondence, opeds, by-liners, book chapters and white papers.

Launched The Coca-Cola Company's first-ever executive speakers' bureau, supporting CEO and 8 additional senior executives, including heads of marketing, administration, global operations and customer accounts.

UPS

Director, Executive Communication

Atlanta, GA

April 1996 to August 2006

Developed UPS's first-ever executive communication program. Responsible for all Chairman and CEO communication, including speeches, opeds, by-liners, videoscripts, white papers, correspondence, book chapters and occasional media relations. Oversaw a speakers' bureau function that supported 10 additional senior executives. Managed staff of four award-winning communicators. Architect of the company's B2B customer council, Longitudes, and spearheaded the company's first official book biography.

MCI

Manager, Executive Communication

Atlanta, GA

May 1994 to April 1996

Responsible for speech- and script-writing for several senior executives, including President, Chief Operating Officer, Chief Marketing Officer and Regional Sales Officers.

Washington Flyer Magazine

Senior Writer and Editor

Alexandria, VA

June 1990 to May 1994

Member of the founding editorial team of the nation's first in-airport magazine. Wrote

travel, business and lifestyle stories, helped set editorial calendars, and ghost wrote column for the head of the Metropolitan Washington Airports Authority.

The Global Network
Assistant Managing Editor
Washington, D.C.
July 1987 to July 1990

Wrote, edited and researched trends for John Naisbitt's Trend Letter, a twice-monthly business intelligence journal. Contributed to Naisbitt's best-selling book, Megatrends 2000.

Plano Daily Star-Courier
Arts and Entertainment Reporter
Plano, Texas
July 1986 to June 1987

Developed, from scratch, an arts and entertainment section for this suburban Dallas daily newspaper. Wrote over 400 articles, feature stories and arts reviews in one year. Part of an award-winning team that wrote a series of articles on the high school suicide epidemic.

Core Accomplishments

Project Management:

- Supported Chairman, CEO and senior leadership communication for 21 years at MCI, UPS and The Coca-Cola Company, respectively.
- Created first-ever Executive Communications function at UPS, leading a team of four people and a select group of freelance writers, graphic artists and film producers.
- Launched "Longitudes" -- a B2B marketing conference for UPS that helped the company increase revenue and solidify relationships with largest global customers.
- Created first-ever Executive Speakers' Bureau at The Coca-Cola Company, leading

a team of three people and several outside vendors.

Change Management

- Developed internal and external leadership communication strategy for UPS in anticipation of the company's IPO in 1999.
- Developed internal and external leadership communication strategy for Coca-Cola's 2020 Vision launch.
- Developed internal and external leadership communication strategy for Coca-Cola's \$12 billion purchase of its largest American bottler.

Staff Development

- Managed and developed award-winning teams at UPS and The Coca-Cola Company.
- Created leadership communications curriculum at UPS and The Coca-Cola Company.

Startup Experience

- Member of the founding editorial team at Washington Flyer Magazine, a joint venture between Ackerley Communications and The Washington D.C. Airports Authority.
- Co-founder of Savannah Ocean Exchange, an innovation-based conference and community focused on improving the quality of life and ecosystems along our coasts.
- Adviser to launch of ES Communications, an Atlanta-based executive communication strategy firm.

Community Service:

- Served on boards of College of Science and Technology at Georgia Southern University, The American Lung Association of Georgia, and The Mayborn School of Journalism at the University of North Texas.
- Currently serve on the Advisory Board of the Mississippi State University Department of Communication.
- Frequent lecturer at University of Virginia Darden School of Business (Corporate Communication and Branding Case Study Courses)

Major Awards and Recognition

- Recipient of several IABC, PRSA and ARC awards from 1997 through 2015
- 2012 MarCom Platinum Award
- 2012 Spotlight Awards, Global Communications Competition
- 2010 PR News Speechwriter of the Year
- 2006 Silver Anvil for B2B Marketing
- Author of two nonfiction books -- *Insider's Guide to Metro Washington*, and *West Virginia: Off the Beaten Path*

Education

Mary Washington College Master of Arts: Liberal Studies

Wrote an adolescent novel for graduate project
Fredericksburg, VA
1992

University of North Texas

Bachelor of Science: Journalism/Advertising

Member of 4-person team that won American Advertising Federation's National Student Advertising Competition for campaign we created for Uncle Ben's Rice.
Denton, TX
1986