



# Jeff Ventura

Vice President, Communications

Alexandria, VA, Alexandria, US, 22310

410-703-2808

jeffreydventura@gmail.com

**Experienced professional with expertise in strategic communications, crisis management, and stakeholder engagement. Proven track record in leading comprehensive communication efforts across various sectors including government agencies and private corporations.**

## Employment history

### **Vice President, Communications, Council for Responsible Nutrition (CRN), Feb 2023 - Present**

Washington, DC

At CRN, I lead comprehensive strategic communications and marketing efforts for the \$50 billion dietary supplements industry, ensuring alignment with organizational goals and industry standards. I advise the President and CEO, crafting a cohesive brand positioning strategy while integrating emerging technologies, including AI, into communications processes. I also serve as the organization's spokesperson, managing all trade press and national media inquiries. Under my leadership, stakeholder engagement has increased by 45%, sponsorship revenue have grown by 20%, and innovative platforms, such as an industry-focused podcast, have been successfully launched.

Additionally, as Executive Director of the CRN Foundation, I steer multifaceted campaigns to expand public awareness and member engagement. My role requires balancing high-level strategic initiatives with operational execution, leveraging keen analytical and interpersonal skills to adapt in a fast-paced environment. My ability to foster collaboration across teams and drive impactful results highlights my leadership capabilities.

### **Director, Communications, U.S. Health and Human Services, Office of Women's Health, May 2022 - Feb 2023**

Washington, DC

I led transformative communication strategies to promote women's health initiatives nationwide. Overseeing a suite of digital platforms and stakeholder engagements, I delivered cohesive messages that reached diverse audiences. I collaborated with cross-functional teams to design campaigns addressing critical health topics, using data-driven insights to optimize outreach effectiveness. During my tenure, I navigated complex regulatory landscapes, ensuring compliance while advancing public health objectives. This role demanded sharp problem-solving skills and the ability to synthesize technical content into accessible formats, a skillset I continuously refined to engage key stakeholders effectively.

### **Director, Communications, National Institutes of Health, National Institute of Dental and Craniofacial Research, May 2020 - May 2022**

Bethesda, MD

As the principal communications leader for NIDCR, I developed and implemented strategies to elevate the institute's profile among scientific and public audiences. Collaborating with senior leadership, Congress, and the White House, I ensured alignment in messaging and strategic priorities. My tenure was marked by innovative social media strategies, robust content development, and effective outreach to stakeholders, resulting in a 40% increase in engagement within six months. Managing a sizable team and budget, I emphasized mentorship and capacity building to sustain high performance. My work demonstrated a blend of visionary leadership and attention to operational detail, critical for advancing the institute's mission.

### **Director, Regulatory Communications, U.S. Food and Drug Administration, Center for Tobacco Products, Mar 2016 - May 2020**

Silver Spring, MD

In this role, I managed high-stakes regulatory communications, addressing public health priorities related to tobacco use. Leading a team of 40 professionals, I implemented strategies that reduced crisis response times by 50% and enhanced public understanding of regulatory actions. My role included managing multimillion-dollar budgets and overseeing cross-agency collaborations to align communications with policy objectives. I was instrumental in refining stakeholder engagement processes, leveraging my expertise in media relations, social media, and digital content to foster transparency and credibility. My experience navigating politically sensitive issues and fostering stakeholder trust positioned me as a key advisor to senior FDA officials.

## Employment history

**Senior Advisor, U.S. Food and Drug Administration, Office of Media Affairs, Apr 2014 - Mar 2016**

Silver Spring, MD

As a Senior Advisor, I directed complex communications strategies for FDA programs, ensuring clarity and impact in public messaging. Handling over 500 media inquiries as an on-the-record spokesperson, I developed comprehensive materials to address diverse audience needs. I played a pivotal role in crisis communications, managing responses to critical health incidents with precision and poise. My efforts streamlined internal processes and enhanced the agency’s reputation for reliability during emergencies. Additionally, I mentored junior staff, fostering a collaborative environment that prioritized innovation and responsiveness.

**Executive Vice President, Golin , Sep 2013 - Mar 2014**

Washington, DC

I directed all national media relations activities for a portfolio of Washington, D.C.-based clients, ensuring that their public-facing narratives resonated with key audiences. I managed a team of 10 skilled professionals, overseeing a diverse client roster spanning several industries, including healthcare. As the leader of integrated public relations efforts, I combined traditional outreach methods with social media strategies to maximize client visibility and impact. Additionally, I developed strategic messaging platforms that successfully positioned corporate brands in a favorable light, strengthening their market presence and reputation.

**Director, Corporate Communications, CVS Health, Oct 2011 - Sep 2013**

Woonsocket, RI

I led corporate communications initiatives that shaped public perception and internal alignment during a transformative period for the company. I played a critical role in developing messaging around the company’s decision to cease tobacco sales, reinforcing its health-focused identity. Managing a multimillion-dollar budget, I implemented integrated marketing campaigns across digital, print, and broadcast platforms. Collaborating with executive leadership, I developed speeches, presentations, and content that articulated strategic goals to diverse audiences. My ability to align corporate messaging with business objectives highlighted my strategic acumen and adaptability in a dynamic corporate environment.

**Director, Communications, U.S. House of Representatives, Office of the Chief Administrative Officer, Jun 2007 - Oct 2010**

Washington, DC

I served as a trusted advisor to senior leadership, managing internal and external communications for the operational arm of the House. I spearheaded initiatives like the “Green the Capitol” program, which underscored my ability to align communications with institutional priorities. Acting as the spokesperson for operational divisions, I navigated complex political landscapes with tact and clarity. I managed a team of professionals, fostering talent development and ensuring seamless execution of communication strategies. My work reflected a deep understanding of stakeholder dynamics and institutional integrity.

## Education

**Columbia University, New York, NY**

Master of Science in Journalism

**Simmons University, Boston, MA**

Master of Science in Communications

**Emerson College, Boston, MA**

Bachelor of Fine Arts in Writing

## Skills

Strategic Communications

Crisis Management

Stakeholder Engagement

Media Relations

Digital Content Development

Executive Communication

Public Affairs

Team Leadership

Budget Management

Analytics

Brand Development

## Links

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