

JEFF VENTURA

EXECUTIVE PROFILE

Senior communications and public relations executive with 15+ years of experience leading **earned and owned media, executive communications, internal communications, and reputation management** for national nonprofits, federal agencies, and Fortune-scale organizations. Proven partner to CEOs and senior leadership, with deep experience translating complex policy, research, and impact into **people-first stories** that advance mission, equity, and public trust. Recognized for building high-performing teams, cultivating strong media relationships, and positioning organizations at the center of national policy and public conversations.

EXPERIENCE

Vice President, Communications, 02/2023 - Current

Council for Responsible Nutrition (CRN) - Washington, USA

- Lead communications and public relations strategy for a national nonprofit trade association representing a **\$50B regulated industry**, overseeing earned media, editorial content, executive communications, and internal messaging.
- Serve as trusted advisor and chief communications partner to the President & CEO, authoring executive remarks, op-eds, talking points, and stakeholder communications.
- Drive earned media strategy that increased total media reach by **450% year over year**, strengthening organizational visibility and credibility across national outlets.
- Oversee internal communications and member-facing editorial platforms, ensuring consistent, mission-aligned storytelling across channels.
- Manage and mentor a multidisciplinary communications team and external consultants, fostering a collaborative, high-performance culture.
- Serve as Executive Director of the CRN Foundation, leading public-facing initiatives focused on education, engagement, and long-term trust-building.

Director of Communications, Office of Women's Health, 05/2022 - 02/2023

U.S. Department of Health & Human Services (HHS) - Washington, USA

- Led national communications and public relations efforts advancing federal women's health priorities in a **high-visibility, equity-centered environment**.
- Developed people-first narratives translating complex health policy, research, and services into accessible messaging for diverse audiences.



CONTACT

Address: Alexandria, VA 22301

Phone: 1410703280

Email: jeffreyventura@gmail.com

CORE EXPERTISE

- Public Relations & Earned Media
 - Executive & CEO Communications
 - Internal Communications
 - People-First Storytelling
 - Reputation & Crisis Management
 - Nonprofit & Advocacy Communications
 - Policy & Rapid Response Messaging
Media Relations & Spokesperson Leadership
 - Team Building & Talent Development
 - Cross-Functional Collaboration
-

WEBSITES, PORTFOLIOS, PROFILES

- www.jdventura.com
- [linkedin.com/in/jeffv-94569023](https://www.linkedin.com/in/jeffv-94569023)

- Partnered with agency leadership, advocacy organizations, and media to elevate awareness and engagement around critical public health issues.

Director of Communications, National Institute of Dental & Craniofacial Research, 05/2020 - 05/2022

National Institutes of Health (NIH) - Bethesda, USA

- Directed earned media, editorial, internal communications, and executive messaging for an institute managing **\$477M in national research funding**.
- Served as chief spokesperson and senior communications advisor to the Institute Director.
- Led storytelling initiatives that elevated the institute's research, impact, and leadership within national scientific and public audiences.
- Oversaw communications staff and cross-functional projects in coordination with NIH, HHS, and the White House.

Division Chief, Office of Communications & Health Education, 03/2016 - 05/2020

U.S. Food & Drug Administration (FDA) - Silver Spring, USA

- Led public affairs, earned media, and crisis communications for a major FDA center operating under sustained congressional and public scrutiny.
- Managed a **40-person communications team** and an **\$8M budget**, including large-scale national public education campaigns.
- Counseled senior leadership on reputation management, regulatory messaging, and rapid response communications.

Senior Advisor, Office of the Commissioner, 04/2014 - 03/2016

U.S. Food & Drug Administration (FDA) - Silver Spring, USA

- Served as on-the-record spokesperson and senior advisor on high-profile regulatory, policy, and crisis issues.

EDUCATION

M.S., Journalism

Columbia University

M.S., Communications

Simmons University

B.F.A., Writing, Publishing & Literature

Emerson College

EARLIER EXPERIENCE

- Executive Director / SVP, Golin
 - Director of Communications, CVS Health
 - Director of Communications, U.S. House of Representatives
-

CORE EXPERTISE

- Public Relations & Earned Media
- Executive & CEO Communications
- Internal Communications
- People-First Storytelling
- Reputation & Crisis Management
- Nonprofit & Advocacy Communications
- Policy & Rapid Response Messaging
- Media Relations & Spokesperson Leadership
- Team Building & Talent Development
- Cross-Functional Collaboration