

SEAN K. CONWAY

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SENIOR PUBLIC RELATIONS EXECUTIVE

Trusted advisor to senior business and marketing executives on corporate positioning, media strategy, thought leadership, and c-level events. In-depth experience and proven track record designing and executing successful campaigns to build brands and drive revenue for tech, financial services, professional services, and media companies.

- *Public Relations Strategy*
- *Thought Leadership, Promotion*
- *C-Suite and Executive Positioning*
- *Messaging, Editorial Development*
- *M&A Communications*
- *Issues Management*

EXPERIENCE

Communications Consultant

2023 – present

Investor and communications advisor to early stage cleantech venture tackling global microplastic pollution, backed by current and former senior executives from Accenture, EY, and other top consultants.

Accenture (New York)

2004 – 2014; 2016 – 2022

Leading global professional services company (NYSE: ACN) with \$61.6B in revenue, 743,000 employees, and clients in more than 120 countries.

Managing Director, Corporate Communications (Dec. 2017 – Dec. 2022)

Developed and led key strategic communications programs, including media relations at the World Economic Forum, executive positioning for the top 35+ company executives, and \$90M corporate rebrand.

- **Executive Positioning Lead** (3/21 – 8/22): Launched program to raise visibility of top executives through media, thought leadership, events, and awards. Included design/promotion of: executive panels at Davos, G20 “B20 Summit,” and Bloomberg Tech Summit, and executive-authored books and research. Led record Davos media coverage, debuted *Fortune* executive video series, drove high impact exposure in *Forbes*, *Fortune*, CNBC, MSNBC, and top European and Asian media markets.
- **Strategic Initiatives Lead** (3/20 – 3/21): Led Accenture’s global COVID-19 thought leadership media program. Planned and directed media relations for first global rebrand in a decade, driving extensive tier-one coverage in over a dozen markets. Served as delegate to Accenture’s global thought leadership steering committee.
- **Industry Media Relations Lead** (12/17 – 3/20): Planned and facilitated tier-one media engagement for Davos 2018-2020, including launch of SDG Ambition with the United Nations Secretary General. Directed global media relations for Financial Services (\$8.5B) and Communications Media & Technology (\$8.9B) practices. Led issues management for global content moderation business.

Senior Director, Global Media & Analyst Relations (Jan 2016 – Dec 2017)

Designed and directed media/analyst relations programs for Financial Services industry practice and Blockchain Strategic Growth Initiative. Completed 2017 Accenture Leadership Development Program.

- Led Davos media engagement for chief executives of Accenture’s two largest industry practices.
- Promoted key blockchain inventions, including United Nations ID system for refugees.
- Significantly expanded media team; drove major exposure in *New York Times*, *Financial Times*, Reuters, Bloomberg and major European and Asia-Pacific business media.

Director, Global Media & Analyst Relations, Financial Services (2009 – 2014)

Directed media/analyst relations and corporate communications for Financial Services industry practice.

- Raised media effectiveness 35%; drove #1 competitive share-of-voice in all 19 quarters.
- Led promotion of FinTech Innovation Labs in New York, London, Hong Kong with 20 top banks.
- Led Davos media preparations for chief executive—Financial Services.
- Rated significantly above average or top of peer group for six of eight years.

Banking Global Media & Analyst Relations Lead (2008 – 2014)

Led media/analyst relations for third-largest industry practice serving 40 of the world's top 50 banks.

- Achieved #1 competitive share of voice in 19 of 22 quarters.
- Produced 60+ executive byline articles globally including *HBR*, *FT*, *BusinessWeek*, *Forbes*.

Insurance Global Media & Analyst Relations Lead (2006 – 2008)

Led media/analyst relations for practice serving 28 of the world's top 35 insurers.

- Raised competitive share of voice to #1 for first time and for eight of 12 quarters.
- Produced industry's first global equity-analyst survey garnering dozens of c-level meetings.

Capital Markets Global Media & Analyst Relations Lead (2004 – 2011)

Led media/analyst relations for practice serving the world's top 20 investment banks.

- Raised competitive share of voice to #1 for first time and for nine consecutive quarters.
- Generated record placements in *Financial Times*, *The Wall Street Journal*, *USA Today*, *Economist*.

Broadridge Financial Solutions (New York)

2014 – 2015

\$5B global corporate governance and investing infrastructure company (NYSE: BR).

VP Corporate Communications

Directed corporate communications, media relations, c-level events, thought leadership for major Wall Street technology company.

- Secured and produced *Forbes* contributor platform for CEO.
- Planned, directed presence at Milken Institute Global Conference and London Summit.
- Produced "Restructuring for Profitability" report based on first of its kind survey of 150 equity analysts.
- Produced c-level panel on regulation with former SEC Commissioner Harvey Pitt.

Burson-Marsteller (New York)

2002 –2004

One of the world's largest public relations firms, with operations in 98 countries (now BCW).

Manager, Corporate Practice

Managed and directed corporate communications support for financial services and professional services firms, earning agency performance award and CEO recognition. Key clients:

- Accenture. Led Financial Services industry practice account, generating record tier-one placements.
- EquiLend. Media relations for Goldman Sachs, Morgan Stanley, JPMorgan stock lending platform.
- JPMorgan. Launched custody division acquisitions, alliances, research.

ADDITIONAL EXPERIENCE

Creative Planet (Los Angeles) Public Relations Director

\$100M film and television production tech venture backed by JPMorgan, UBS, former CEOs of Viacom, Universal, AOL, and the chairman of the Motion Picture Association of America.

NeoPlanet (Tempe) Communications Manager

\$40M web browser and media venture backed by McAfee, Kleiner Perkins, Constellation Ventures, Loral.

Shandwick (New York) Account Executive, New Media Publishing Group

One of the world's largest public relations firms, with 100 offices globally (now Weber Shandwick).

M. Silver Associates (New York) Assistant Account Executive/Coordinator, American Express Team

Boutique public relations agency for American Express and major travel firms (now FINN Partners).

EDUCATION & ACTIVITIES

State University of New York at Binghamton – B.A., History; Ombudsman; Academic Standards Committee

Harvard Business School – Disruptive Strategy Program

Accenture Q Center – Leadership Development Program

Colorado State University – Research Associate

Rotary Exchange Scholarship – Exchange Student to Belgium