

KEVIN R. OATES

C-SUITE COMMUNICATIONS STRATEGIST & CORPORATE REPUTATION ARCHITECT

CONTACT

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SKILLS

Executive Communications
Strategic Messaging
Competitive De-positioning
Creative Problem Solving
Media Strategy
Narrative Development
Fractional CCO Services

EDUCATION

University of Southern
California
1995-1999
B.A. in Economics
B.A. in Communications

University of Southern
California
Marshall School of Business
2003-2006
M.B.A.

PROFILE

Expert corporate reputation architect, c-suite advisor, media coach and speechwriter with more than 25 years' experience helping leaders communicate through change. As a communications consultant, I've earned the trust of some of the world's largest companies to help navigate through complex business challenges by developing authentic narratives and storytelling approaches that align communications with business impact.

EXPERIENCE

StartingBlock Communications Consulting LLC
Founder
2025

Created a boutique consultancy focusing on c-suite communications strategy, thought leadership and coaching.

Ketchum
Managing Director and Head of Communications Training
2023-2025

Led the agency's Communications Training Network, focused on preparing C-suite executives for challenging, high-stress communications environments. Trained more than 200 executives during 50+ coaching and training engagements.

Managing Director, Auto, Energy and Manufacturing
2018-2023

Led a portfolio of a dozen clients totaling \$19MM in revenue focusing on the transportation, energy and manufacturing sectors. Managed clients through reputational challenges, M&A, litigation, executive transitions, product recalls, rebranding, headquarter relocations and other transformational changes.

Sr. Vice President, Associate Director
2014-2018

Co-led West Coast operations and client engagement; oversaw West Coast Corporate Reputation team.

Account Coordinator – Vice President
1999-2014

Ascended through the agency by managing long-term client engagements, including nurturing a 20-year relationship with one of the agency's largest accounts. Secured more than \$20 million in new business while maintaining strong employee engagement and client loyalty scores.