

# Joanne Stockwell

## Corporate and Internal Communications Executive

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### Accomplishments

#### Merger & Acquisitions

diligence, culture assessment, integration planning, investor briefings, press releases

#### Employee Experience

onboarding, communication planning, change management, business continuity, enablement, surveying, surplus messaging, thought leadership

#### Customer Centricity

social media, video production, problem resolution, shareholder meetings, investor days, focus groups, product launches, efficiency programs, metrics, Dreamforce presenter

#### Leadership

defining strategic vision, developing key messaging, sustaining momentum, building and growing teams

### Education

#### B.A. Integral Studies | St. Mary's College of California

Graduated with Honors from a unique four-year Great Books Program focused on learning to think mathematically, scientifically, poetically, and philosophically.

#### UC Berkeley Executive Education | Data Science: Bridging Principles and Practice *certificate program*

Understanding how to create a data-driven culture. Turning data into business insights and the ability to interpret data scientist findings more effectively.

### Contact

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### Experience

**Salesforce** | San Francisco | 2017 – Present

#### Senior Manager | IT Enablement

- Directed communications for aggressive corporate M&A program with 5-6 acquisitions per year, integrating **23 companies** and successfully onboarding over 10,000 employees and contractors
- Drove enablement programs to support Corporate Development, Employee Success, and Technology tracks. Consistently improved integration and adoption KPIs results.
- Developed and delivered enablement strategies across Onboarding, Technology Integration, and Go-To-Market tracks on multiple concurrent deals.

**BD** | San Jose | 2014 – 2017

#### Director, Communications

- Simplified business unit messaging and effectively shared vision across a diverse, global organization of 3,000 people to achieve **32% increase** in employee understanding of strategic direction.
- Led internal and external acquisition communication tracks on multiple deals. Responsible for diligence reviews, investor, media, and employees messaging strategy.

**McKesson** | San Francisco | 2012 – 2014

#### Director, Internal Communications

- Directly supported CHRO and developed a strategic communication plan to support HR transformation activities.
- Led corporate team responsible for HR, Digital, and Change Management communications for **40,000 employees**.

**AT&T** | San Francisco | Dallas | 1997 – 2012

#### Director, Corporate Communications 2008 – 2012

#### Senior Project Manager 2003 – 2008

- Led CEO's **internal communication program**.
- Coordinated town hall events, corporate strategy sessions, and officer earning calls that continuously exceeded engagement targets.