

# JOANNE STOCKWELL

San Francisco, CA | [jclaire.stockwell@gmail.com](mailto:jclaire.stockwell@gmail.com) | 925.487.5442 | [linkedin.com/in/jstockwell/](https://www.linkedin.com/in/jstockwell/)

A **CREATIVE, SENIOR-LEVEL COMMUNICATIONS LEADER** offering a successful track record of supporting large, global Fortune 10 companies in the technology and healthcare industries. Proven in all realms of communications needs, delivering impactful and influential messaging that engages diverse audiences and drives a call to action with warm and emotive prose. Trusted business partner to a variety of cross-functional business leaders, including Finance, HR, IT, and Marketing. Passionate about sparking connections, helping people embrace change, and driving targeted results. Known as a hands-on leader who values teamwork and believes in the power of conversation and laughter.

## AREAS OF EXPERTISE

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Integrated Communications Programs | Internal & External Communications | Public Relations | Executive Communications  
Strategic Planning | Crisis Communications | Internal Branding | Employee Engagement & Adoption | M&As | Business Writing  
Creative Operations Management | Content Development | Brand & Reputation Management | New Product Launches  
Integration Planning | Enablement | Digital & Traditional Communications | Thought Leadership | Team Building

## PROFESSIONAL EXPERIENCE

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Salesforce | San Francisco, CA

June 2017 to October 2020

### SENIOR MANAGER, IT ENABLEMENT

Guided a high-performance communications team on the creation of clear, relevant, and engaging experiences designed to help guide acquired employees on their **technology onboarding journey** across multiple, complex work tracks.

- **Achieved all board retention targets and boosted employee technology satisfaction score by 2%** while leading an aggressive corporate M&A program with 5-6 acquisitions per year, onboarding 23 companies with over 7,500 employees (FY18 – FY20).
- **Consistently improved integration and adoption KPI results** by driving communications programs focused on supporting Corporate Development, Employee Success, and Technology tracks.

BD | San Francisco, CA

September 2014 to June 2017

### DIRECTOR, COMMUNICATIONS

Served as a Biosciences Global Leadership Team member responsible for establishing a new communication function within the \$1.1B Business Unit, contributing to the successful **launch of nine new products**. Oversaw \$1M budget and consultant staff.

- **Achieved a 32% increase in employee understanding** of strategic direction and key business objectives in two years by simplifying business unit messaging and more effectively sharing the vision across a diverse, global organization of 3,000 people.
- **Led internal and external acquisition communication tracks** for multiple deals, handling the diligence reviews and investor, media, and employee messaging strategy.
- **Developed core messages, communications plans, investor briefings, and press releases** for new products and unique business partnerships (i.e., Parker Institute for Cancer Immunotherapy).
- **Achieved corporate targets on multiple, concurrent initiatives** associated with increasing employee efficiency, safety, and customer centricity.
- **Managed R&D new product portfolio** (interim) and was responsible for overall product development budget, resourcing, and milestone deliverables.

McKesson | San Francisco, CA

## DIRECTOR, INTERNAL COMMUNICATIONS

Led corporate team responsible for **HR, Digital, and Change communications** for 40,000 associates.

- **Helped deliver \$50M in cost savings** by supporting increasing employee awareness and understanding of strategic and financial enterprise initiatives.
- **Coached and mentored a six-person team** and managed a large variety of consulting resources.
- **Directly supported CHRO and developed a strategic communication plan** to support all HR transformation activities.

AT&T | San Francisco, CA & Dallas, TX

November 2008 to October 2012

## DIRECTOR, CORPORATE & EXECUTIVE COMMUNICATIONS

Worked as part of 300-person Global Marketing Organization. Hand-picked to **lead the CEO's internal communication program**.

- **Delivered messaging and developed listening mechanisms for 260,000 global employees**, specifically focusing on the non-desk employees, employing a variety of novel and conventional tactics.
- **Continuously exceeded attendance and engagement targets** while coordinating quarterly CEO town hall events (live & streaming), Annual Corporate Strategy sessions, and Officer Earning calls.
- **Advocated, supported, and mentored senior leaders on collaborative business platforms** (IBM Connections, SharePoint) while acting as an employee evangelist and supporting over 100 Business Unit Communicators to achieve internal community growth objectives.
- **Implemented world-class Business Continuity and Crisis communication plans** to engage all global employees in preparation for and response to hurricanes, earthquakes, and other disasters.

AT&T | San Ramon, CA

September 2003 to November 2008

## SENIOR PROJECT MANAGER

Progressed from Bay Area Facilities Dispatch Manager to supporting Regional President & National U-verse **Field Operations** SVP in under six years.

- **Crafted national strategic communication plans** and developed tactics to increase employee engagement and ensure business understanding during major new product launches.
- **Recognized by CEO for "excellent prototype"** with creation of regional "I Own It" service and competitive intelligence campaign.
- **Oversaw highly rated leadership meeting coordination** and large event production (~10,000 attendees).
- **Managed a team of seven** as well as multiple indirect reports and consulting resources.

## EDUCATION

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### 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.

### Certificate, Data Science: Bridging Principles and Practice — UC Berkeley Executive Education

## OTHER FUN STUFF

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- Awarded Leeloo Dallas trophy for demonstrating a positive attitude and creating an environment of fun and happiness. (Salesforce)
- Winning team member IT Hackathon (Salesforce)
- Produced external "Pushing the Limits" video highlighting Parker Institute for Cancer Immunotherapy partnership. (BD)
- Created internal documentary of Apple's San Francisco iPhone Launch. (AT&T)
- Achieved grassroots fundraising targets (\$500K+) and recruited 300 Junior Achievement classroom volunteers. (AT&T)
- Bay Area native. Three kids, one patient husband. I enjoy running, writing poetry, and reading (not at the same time).