



SHARON BARCLAY

PR, CORPORATE AND EXECUTIVE COMMUNICATIONS



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Alameda, CA

EDUCATION

MASTER'S DEGREE

M.A. Integrated Marketing
Communications

Emerson College, Boston, MA, USA
Highest GPA of graduating class

A.C. PUBLIC RELATIONS

Sydney Institute of Technology
Sydney, NSW, Australia
Winner, Top PR Student of 1992

SKILLS

Global Strategic Communications

Public & Media Relations

Executive Visibility

Message Development

Executive Media Training

Campaign Planning

Speech, Blog, Whitepaper Writing

Presentation Creation

Event Coordination &

Management

Cross Functional Coordination

Team & Agency Management

Crisis Communications

PROFESSIONAL PROFILE

A seasoned, senior PR, corporate and executive communications professional with 20+ years' experience in agency, in-house, and consulting work. Sharon specializes in technology, enterprise software, wireless, and consumer tech. She excels in creating communications strategies, developing audience-specific messages, and helping executives reach their business goals. Whether it's for a start-up or a Fortune 500 company, Sharon delivers award-winning work.

EXPERIENCE

SENIOR VICE PRESIDENT

Grayling / San Francisco, CA / June 2018 – present

Leads the agency's enterprise technology portfolio in the US, creating integrated communication strategies, messages and narratives, directing global teams, and provides senior counsel to executives.

Clients: MicroStrategy, Flex, Baidu, Uphold, Weiss Ratings, GHSP, CourseHero.

- Create global and national programs, plans and strategies that encompass PR, AR, influencer relations, digital and social media.
- Direct teams across several offices and geographies to deliver on KPIs.
- Build narratives, storylines and thought leadership platforms; create materials, presentations and other assets that align with messages.
- Prepare crisis communications plans; provide hands-on support to clients.
- Develop strategic communication approaches that tackle competitive challenges, geo-political changes, and market disruptions.

PRINCIPAL

Blue Trumpet Group / San Francisco, CA / May 2009 – June 2018

Independent contractor focusing on corporate and executive visibility, PR and marketing services for technology companies.

Clients: Cisco, Juniper, Wireless Power Consortium, eCoupled/Fulton Innovation, BluWrap, UVAngel, PGi, TradingPartners, Panzura, 8x8, Intelligent Induction.

- Develop and execute communications strategies, plans and campaigns.
- Coach executives for media interviews and media train spokespeople.
- Manage social media activities and coordinate with marketing campaigns.
- Lead group messaging sessions and create messaging platforms.
- Develop media strategies to generate coverage and build relationships.
- Build speaking and awards programs for executives.
- Create and coordinate assets: videos, websites, infographics, sales materials.
- Plan and manage events – trade shows, conferences, media dinners, industry gatherings, company events.



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AWARDS

STEVIE AWARD

Reputation/Brand Management
Campaign for the Year – 2012

GOLDEN BRIDGE AWARD

Technology Campaign of the Year
(Silver) – 2012

NETWORK PRODUCTS GUIDE

Campaign of the Year for
Heightening IT Awareness – 2012

MAGELLAN AWARD

Best Communications Campaign
(Platinum) – 2012
Best Campaign on a Limited
Budget – 2012

BEST IN BIZ AWARD

PR Campaign of the Year – 2012

PR WEEK AWARD

PR Innovation of the Year – 2005

COMMUNICATOR AWARD

PR Campaign – 2005

IN REAL LIFE

Triathlon

*Member of Team USA competing at
the 2018 & 2020 World
Championships.*

Skiing

*Certified ski instructor, always in
search of the best pow-pow.*

Classic Movies

*I won't even tell you how many movies
I saw last year.*

New Wave 80s Music

No amount of hair gel is too much.

EXPERIENCE continued

PARTNER PUBLIC RELATIONS LEAD (Contractor)

Cisco / San Jose, CA / March 2013 – June 2018

Managed Cisco's Partner PR Program focused on announcements, campaigns, executive visibility, events, and joint communications with Cisco's Global Strategic Partners.

- Created joint communications strategies with Cisco's key partners including Salesforce, Oracle, IBM, NetApp, DellEMC, VMWare, Splunk, and Apple.
- Coordinated partner PR efforts for CiscoLive and the annual Partner Summit.
- Developed the PR efforts behind the Connected Conservation campaign with DimensionData demonstrating how technology saved rhinos in South Africa.

GENERAL MANAGER & SENIOR VICE PRESIDENT

MWW Group / San Francisco, CA / May 2007 – May 2009

Managed MWW's San Francisco office, serviced clients, led team of 10, pitched new business and coordinated office's philanthropic efforts.

Clients: Samsung, Deloitte, Blackhawk Network, Fulton Innovation, Rocketron, FreeFiNetworks, iTrade Network, Infrastrux, Geary Interactive, DriverSide.

- Developed plans and strategies for clients; led teams to execute plans.
- Doubled technology clients in the first six months of employment.
- Launched several start-up clients into the market.
- Conducted messaging sessions for new clients and built best practices.

GENERAL MANAGER (Joined as Vice President)

Blanc & Otus (Hill & Knowlton) / Boston, MA / June 2000 – April 2007

Managed Boston office with revenues of \$4 million and 10-21 staff. Responsible for all office functions, forecasts, marketing, staff development, new business proposals and client activity.

Clients: HP, Compaq, CA Technologies, Motorola, NaviSite, 1& 1 Internet, Airvana, Ziggs, OmTool, Nixon Peabody, TotalVid, SandyBay Networks, NetCelera.

- Directed multiple account teams locally, national and globally.
- Part of the PR team for the HP/Compaq merger and subsequent proxy battle.
- Seconded as the in-house PR lead for HP server business group.

PREVIOUS POSITIONS

MSL Group / Boston, MA

The Practice PR / London, UK

Department of Water Resources & AWWA / Sydney, Australia

Royal Far West Children's Health / Sydney, Australia

Royal Automobile Association / Adelaide, Australia