



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

SKILLS

Global Strategic Communications
Message & Narrative Development
Issues & Crisis Management
Non-Traditional Media Approaches
Executive Visibility & Coaching
Creative Campaigns
Proactive Media Relations
Announcement Strategies
Humanizing Complex Technology
Media Spokesperson
Cross Functional Collaboration
Team & Agency Management
Content Creation

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 emerging technology, enterprise software, AI, and consumer tech. She builds bold, differentiated campaigns that help companies stand out from the competition and elevate executive voices on key issues that matter. Whether it's for a start-up or a Fortune 500 company, Sharon delivers fresh ideas that cut through the noise and drive visibility, credibility, and results.

EXPERIENCE

MANAGING DIRECTOR, U.S. TECHNOLOGY (joined as Executive Vice President)

Allison Worldwide / San Francisco, CA / January 2021 – present

Manages multi-million-dollar technology accounts with 7 direct reports, working hand-in-hand with clients to create breakthrough campaigns that change opinions, influence behaviors, and resonate with the right audiences.

Clients: HPE, Applied Materials, KPMG, FICO.

- Lead a team of 12 supporting both Corporate and Product portfolios for HPE (\$32b market cap), as well as a team of 6 for Applied Materials.
- Manage HPE's quarterly earnings announcement and C-suite interviews.
- Built HPE's executive visibility strategy and narratives spanning the executive bench to elevate key issues and POVs.
- Created the communications strategy for HPE's acquisition of Juniper Networks, subsequent DoJ lawsuit, and activist investor issue.
- Developed the 360 comms strategy for HPE's entry to the AI market, landing tier 1 coverage, broadcast appearances, podcasts, and major conferences.
- Manage rapid response program for clients to deal with hot media issues, geopolitical challenges (CHIPS Act, Ukraine, tariffs) and competitive moves.
- Co-created Allison's AI taskforce, developing guidelines, training programs and new offerings for clients.

SENIOR VICE PRESIDENT

Grayling / San Francisco, CA / June 2018 – December 2020

Led the agency's enterprise technology portfolio, created integrated comms strategies and messages, directed teams, and provided counsel to executives.

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

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



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AWARDS

SABRE AWARD

Best Trade Show Campaign –
2024 & 2025

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

IN REAL LIFE

Triathlon

*Member of Team USA competing at
the 2018, 2020 & 2023 World
Championships.*

Skiing

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

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

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.

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.
- Built best practices and developed PR measurement process for SF office.

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.

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