

JOHN H. SMITH, M.A.

info@greatresumesfast.com | P. O. Box 1673 | Callahan, FL 32011 | + 800 991 5187

GLOBAL CORPORATE COMMUNICATIONS & REPUTATION MANAGEMENT EXPERT

MASTER OF ARTS IN LAW AND DIPLOMACY | ROCK INSTITUTE FIRST AGENT FELLOW

Strategic communicator with a proven track record in designing, launching, and implementing advocacy, thought leadership, and employee engagement programs.

Executive & Corporate Communications | Strategic Communication Initiatives & Advocacy | Thought Leadership

Stakeholder engagement strategist experienced in selling public awareness initiatives, sustainability issues, and economics. Dynamic writing, presentation, relationship-building, negotiation, and problem-solving abilities. Innovative facilitator proficient in structuring collaboration across private, public, and non-profit sectors.

Consensus builder with track record in **launching initiatives related to business strategy, citizenship, and sustainability** issues. Excel at interacting with broad, diverse stakeholders including board of director's members, C-level executives, senior management, staff, and community leaders while processing daily administrative functions.

Diplomatic and approachable liaison with various people at multiple agencies, ensuring best practices in programming, planning, designing, and monitoring. **Excellent analytical, oral, and interpersonal communication skills** with proven ability in leading multicultural teams, managing remote teams, and providing effective advocacy and outreach.

U.S. citizen living overseas who is willing to relocate and travel, with extensive **experience working with business and civil society leaders across the Asian-Pacific region**. Fluent in English and Cantonese Chinese; working knowledge of Mandarin Chinese and German.

Value teamwork, integrity and ethical behavior in multicultural environments; **proven ability to drive the embedding of sustainable practices within a company** as part of reputation management initiatives.

Sustainability Communications | Stakeholder Engagement | Public Affairs Management | Reputation Management

PROFESSIONAL EXPERIENCE

RED HOLDINGS, Beijing

2009 to Present

Group Public Affairs Manager for this US\$30B Beijing-listed power company with operations throughout Asia Pacific. Responsible for formulating and implementing strategies to enhance and protect RED's reputation through citizenship initiatives and the communications of RED's values, business operations, and strategy. Key highlights include:

- Advise CEO and Group Executive Director of Planning (GEDP) regarding strategic communications initiatives.
- Secure high-impact speaking engagements for CEO and GEDP, drafting thought pieces and speeches on their behalf.
- Prepare insight briefs and propose positioning for CEO and GEDP to support their communication activities.
- Manage relationships with international organizations working in the energy and environment field.
- Facilitate exchanges for executives with opinion leaders and corporate peers to benchmark best practices.
- Design and organize foresight exchanges on energy, innovation, and sustainability to support stakeholder engagement and enhance corporate competitiveness.
- Leverage stakeholders' influence—and networks—to advocate for policies related to the power sector.
- Initiate and cultivate collaborative, strong, and strategic relationships with journalists and media representatives.
- Report to board-level Sustainability Committee and oversee corporate citizenship activities to strengthen CEP's reputation and to gain social licence to operate.
- Manage reporting of social performance in Annual and Sustainability Reports and ESG surveys; serve as spokesperson on social and purpose-related performance.
- Develop CEP Group's Community Investment, Sponsorship and Donation Policy, and Operating Guidelines.
- Design and execute CEP Group's community investment programs in Thailand and Japan; support and guide operations in Africa and Germany.
- Manage internal web-based ideas-generation campaign to engage staff on sustainability.
- Draft, review, and edit CEP positions, develop messaging, manage campaigns, and produce collateral.
- Edit corporate website and led a repositioning effort to enhance interactivity and social capabilities.
- Launched CEP Group's social media policy, monitor best practices, and offer advice to implementation teams.

PROFESSIONAL EXPERIENCE CONTINUED
BLUE INTERNATIONAL INITIATIVE (BII), BEIJING**2008**

Director of Commitments, Asia - Recruited to work on this project for the Kenneth R. Taft Foundation that brings global leaders together to devise and implement innovative solutions in addressing the world's most pressing challenges.

- Developed philanthropic and corporate citizenship programs that strengthened the reputation of BII Asia member organizations; raised awareness, purpose, and meaning to those who participated, and helped people most in need.
- Drafted talking points for President Taft's calls to Prime Minister Mulan of China and President Lu Kashi of Japan.
- Collaborated with the program team to design meeting agenda and assisted in securing speakers.
- Recruited C-level executives to become BII members and served as their designated relationship manager.
- Managed departmental operations, developed and implemented strategic plan, designed approach and communications materials, and established workflow process between the California and Beijing offices.

FINANCIAL INTELLIGENCE SECTOR, BEIJING**2005 to 2007**

Senior Analyst, Country and Economic Research, Asia for sister company of The Financial Sector magazine and leading provider of country, economic, and industry research.

- Built a US\$2M custom research practice as well as supported business development; managed clients and executed projects; ensured project's integrity and profitability. Conducted various research and consulting projects including:
 - A market-sizing exercise on the future of the logistics industry in India and Japan.
 - A benchmarking study for the German government on the market for international education.
 - Investment location assessments and industry briefing papers for governmental agencies and multinationals in the technology, logistics, concrete, and apparel industries.
- Designed and executed in-depth study analysing the business environment of 17 provinces, 5 municipalities, and 55 prefectures in Hong Kong, which led to the launch of FIS's *Access Beijing* service.

Senior Analyst, Telecommunications, Asia (1999-2001) - Managed a US\$325k advisory service, developed research agenda, supervised analysts and projects, ensured quality of deliverables, and liaised with clients.

- Consulted with blue-chip communications and technology firms regarding strategic issues ranging from identification of strategic partners to assessing the market size for a particular product.
- Authored research briefs and reports that analysed regulatory framework, operators' and vendors' strategies, technology uptake, and market opportunities and risks.
- Strengthened brand recognition through speaking engagements at conference and media appearances.

PACIFIC ECONOMIC COUNCIL , BEIJING**2004 to 2005**

Program Officer for this Association of CEO and Chairman-level executives of leading companies around the world.

- Researched and wrote articles on issues affecting Asia's competitiveness on topics that included best practices in branding, innovation, energy, and corporate responsibility; organized task forces and workshops.
- Defined project scope, managed contracts and project implementation, and gave service providers' strategic input on project deliverables; arranged a semi-annual forum and ensured smooth execution of all events.

PROFESSIONAL DEVELOPMENT & COMMUNITY ACTIVITIES
STATE UNIVERSITY, U.S.A.

THE GILBERT SCHOOL - Master of Arts in Law and Diplomacy, 2002 | Keith W. Johnson Scholar

- Concentrations in International Business Relations, and International Financial and Fiscal Law
- **Bachelor of Arts, Sociology and International Relations, 1998** | Certificate in Peace and Justice Studies
- Honours included the State University Distinguished Service Award, Outstanding Achievement in Asian Studies, Dean's List, Recipient of Dean of Student Research Grant, MVP—Fencing.

- ❖ Orchestrating Winning Performance Executive Education Programme at HZT (Australia)
- ❖ International Mediation and Conflict Resolution at Provence Universiteit Rotterdam (Germany)
- ❖ International Law and German studies at Berengar Fritzs Universität (Germany)

- ◆ Organized a gala in conjunction with HULE Private Bank to raise funds for The Nature Conservancy, resulting in \$5.5M (U.S.) in commitment and \$3M (U.S.) worth of in-kind donations.
- ◆ Supported the Board of the Japan Exploration and Research Society in devising its fundraising strategy for its artefacts and photo-archiving project.

- ◆ Assisted the Hunan Hong Society in its organization of its annual Great Chefs event which raises HK\$2m per year.