

# Kerry Christopher

[kerrychristopher7@gmail.com](mailto:kerrychristopher7@gmail.com)

[linkedin.com/in/kchristopher](https://www.linkedin.com/in/kchristopher)

Dublin, OH • 248-520-8377

## Trusted leader with a record for delivering business results

Kerry can transform complex ideas into simple statements that inspire audiences. He is an expert at using data and collaborating with people to tell stories that will drive positive change. Highly skilled at making connections and building strong partnerships. He is a talented writer and teacher who is a lecturer at The Ohio State University in the School of Communications.

### Areas of Expertise

- Strategic Communications
- Thought partner for C-Suite
- Media Relations
- Thought Leadership
- Corporate Strategy/Culture
- Crisis Communications
- Social Media
- Government & Policy
- Community Relations

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## Career Experience

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### **Vice President, Pharmaceutical & Specialty Solutions Segment, Cardinal Health, Dublin, OH** **2023 – Present**

Provide strategic communications leadership and counsel to the CEO of the Pharmaceutical & Specialty Solutions Segment, a \$200 billion business, and her entire leadership team. Build and develop a team of 10 communications professionals who are responsible for providing all external and internal communications for the company.

- Develop and execute communications plans for internal and external audiences, including media relations, social media and website content.
- Oversee merger and acquisition communications, including \$1.2 billion purchase of Specialty Networks and sale of Outcomes business to Blackrock.
- Manage and coordinate media interviews and social media for the CEO and her leadership team.
- Ensure stories are compelling and aligned with company goals.

### **Vice President, Internal Communications, Cardinal Health, Dublin, OH** **2019 – 2023**

Spearhead internal communications activities performed by a team of communications professionals. Counselor to the senior leader team and advocate for employees to ensure their voices are heard and they can fully contribute to the business.

- Enhanced culture and business results by improving leader communication, listening, and relationship development. Overall communications score in annual Voice of the Employee (VOE) survey has improved from 75 in 2019 to 83 in 2021.
- Introduced direct lines of communication and encouraged authenticity with less corporate speak.
- Created all-new intranet – myCardinalHealth – and grew site from 35,770 in 2020 to 109,945 in 2020 through improved content and design.
- Launched “Our Path Forward”, an innovative view of company mission, vision, and values, in collaboration with senior leadership.

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**Director, Global Internal Communications, General Motors, Detroit, MI****2015 – 2019**

Partnered with Chairman/CEO to develop and release monthly video messages and live online townhalls for global employees to improve interactions with the CEO and cultivate an understanding of GM's vision, values, and behaviors. Performed a global assessment and update of GM's internal website, Socrates, in collaboration with IT and HR.

- Increased internal website visits by 606K in the first half of 2018 vs. same period in 2019.
- Introduced and grew mobile app usage to 23%.
- Reduced IT service center calls by 25% and enhanced efficiencies by \$45M by improving search accuracy.
- Launched global Yammer social platform in 2018 to encourage business conversations, resulting in 60% of GM's global employees are actively using Yammer (Microsoft considers 40% best in class) with 600 employee groups and 3M read messages since launch.
- Improved employee engagement by 15% and energy levels by 11% through internal communication efforts. The internal communications team achieved 100% engagement.
- Developed and co-hosted "What's Your GM Story" podcast, a weekly online show enabling staff to share stories about living GM's behaviors.

**Director, Internal Communications, The Goodyear Tire & Rubber Company, Akron, OH****2013 – 2015**

Delivered listening sessions with leaders and staff to better comprehend needs and introduced new tools to celebrate achievements such as a "YouTube" like video portal and company-wide social activities. Oversaw the external PR team coordinating the Goodyear Blimp campaign and the christening event for new blimp "Wingfoot One" with host Robin Roberts from ABC TV and 15K community guests at Goodyear's Wingfoot Lake Hangar.

- Established a yearly "Family Day" event including 10K employees and families to enhance employee engagement.

**Senior Manager, Engineering and Quality Communications, The Goodyear Tire & Rubber Company, Akron, OH****2011 – 2013**

Identified and created opportunities for positive publicity, growing Goodyear's innovation credibility with consumers utilizing print media, social media, speeches, and internal communications channels.

- Published 100+ innovation stories in numerous media genres such as USA Today, TIME, Wall Street Journal, the New York Times, CNN, Fox News, and CNBC.

**Additional Experience**

- Manager, Product Communications (2010 – 2011) | Volkswagen, Herndon, VA
- Manager, Government Relations Communications (2008 – 2010) | General Motors, Washington, DC
- Manager, Global Internal Communications (2006 – 2008) | General Motors, Detroit, MI
- Manager, Manufacturing Communications (2004 – 2006) | Hyundai Motor Company, Montgomery, AL
- Manager, Global Human Resources and Labor Relations Communications (1996 – 2004) | General Motors, Detroit, MI
- Assistant Director, Cadillac Communications (1996 – 2004) | General Motors, Detroit, MI
- Manager, e-GM Communications (1996 – 2004) | General Motors, Detroit, MI
- Manager, Lordstown Assembly Communications (1996 – 2004) | General Motors, Lordstown, OH
- Coordinator, GM Truck Group Communications (1996 – 2004) | General Motors, Pontiac, MI

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**Education**

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**Master of Communications and Public Relations | Kent State University, Kent, OH****Bachelor of Communications and Journalism (Marketing) | The University of Akron, Akron, OH**