

Jennifer A. Wasmer

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PROFESSIONAL EXPERIENCE

- July 2012 - Present **Xerox Corporation** Norwalk, Conn.
PR Director, Xerox Services
- Oversee all communications for Xerox Government Healthcare Solutions and State Enterprise Solutions groups.
 - Serve as spokesperson and lead crisis responses on issues ranging from Medicaid to food stamp technology.
 - Work directly with Xerox Services state government teams to conduct on-the-ground media and social media relations.
 - Lead global internal communications efforts for significant Services business announcements.
- Oct. 2010 - April 2012 **Xerox Corporation** Uxbridge, U.K.
Head, International Communications – Europe and Developing Markets
- Unified Xerox’s voice across approximately 160 countries by developing a highly professional, respected and motivated network of HQ-based and in-country brand ambassadors.
 - Managed \$2.25 million budget for Xerox Europe PR and six direct reports.
 - Counseled senior executives from Europe and Developing Markets on communications issues.
 - Led crisis communications responses for Xerox in Europe and Developing Markets.
 - Conducted annual strategic and ongoing tactical planning for PR, analyst relations and internal communications.
 - Integrated Xerox Europe and Developing Markets PR with marketing functions to change legacy perceptions of Xerox through highly-impactful, results-oriented programs.
 - Developed tools and resources to equip, empower and encourage in-country PR teams as brand ambassadors.
 - Led design of a multi-lingual, cost-effective measurement program.
 - Introduced and promoted the value of digital communications as a PR tool among HQ and in-country teams.
 - Oversaw presidential and all-employee communications for Xerox in the U.K. and Europe.
- Oct. 2007 - Oct. 2010 **Xerox Corporation** Uxbridge, U.K.
Director, Public Relations- Developing Markets Operations
- Managed Xerox communications in more than 140 countries through local PR teams comprised of Xerox staff and external agency partners; PR agency “hub” teams in Argentina and India; DMO HQ PR staff; and suppliers in the U.S. and U.K.
 - Led PR’s response to crisis in DMO countries.
 - Counseled senior Xerox leaders in developing countries and at HQ on communications issues.
 - Developed and launched the first PR measurement system for Xerox in developing markets.
- Sept. 2000 - Sept. 2007 **DaySpring Communications, LLC** Bridgeport, Conn.
President Brooklyn, N.Y.
- Founded and managed consulting firm with a dual focus on international communications, specializing in Latin America, and cross-cultural coaching.
 - Provided services in communications program development, strategic public relations counseling, writing, media relations, and event and press tour organization.
 - Clients included private enterprises, non-profit organizations, government entities and public relations agencies, such as:
 - Xerox Corporation’s Developing Markets Operations: Worked with public relations director to manage communications in Xerox’s emerging markets, ensuring alignment with corporate messaging, providing media training, and leading crisis management.
 - Somerset Capital Group: Provided coaching and counsel to capital leasing company’s senior team, including CEO, regarding management issues and internal and external communications. Produced monthly newsletter. Delivered communications training to staff.
 - Invest in Sweden Agency: Managed media relations with top-tier and general business press to help attract foreign direct investment to Sweden.

- Development Counsellors International: Developed and implemented public relations programs for economic development agencies in various U.S. states and cities, including Tennessee, New Mexico, Wyoming and Irvine, Calif.

Oct. 2006 - **Edgewalker Group International (EGI)** Bridgeport, Conn.
Sept. 2007 *Founding Partner*

- Collaborated with coaches in Switzerland and Spain to establish a cross-cultural coaching network. Led development of organization's mission, vision and messaging.

March 1998 - **Burson-Marsteller - Latin America** Miami, Fla.
Sept. 2000 *Manager*

- Led PR agency teams providing Latin America-specific expertise in strategic communications counseling, media relations, media training, crisis communications, and event planning for pan-regional Latin American clients, including:
 - Xerox Corporation's Developing Markets Operations (Latin America): Expanded account by cultivating senior-level client contacts and providing strategic counsel for Latin America issues. Generated top-tier media coverage of Xerox-sponsored Gallup survey results. Developed comprehensive Communications Manual for local Xerox Latin America.
 - DHL International Americas (Latin America)

Jan. 1997 - **New York City Economic Development Corp. (EDC)** New York, N.Y.
March 1998 *Assistant Vice President, Public Affairs*

- Served as agency spokesperson, interacting with local New York City, national and international broadcast and print news media such as *Wall Street Journal*, *The New York Times*, Bloomberg Business News (wire & radio) and Associated Press.
- Ensured media coverage of EDC press events, often featuring Mayor Rudolph Giuliani.
- Wrote speeches, op-eds and news articles on behalf of Mayor Giuliani and his administration.

Nov. 1994 - **Burson-Marsteller - NYC** New York, N.Y.
Dec. 1996 *Senior Associate*

- As a member of various agency teams at global PR agency, helped execute communications programs for such government organizations as:
 - Office of the Chief, Army Reserve (OCAR): Collaborated with Young & Rubicam advertising to deliver fully integrated communications program for OCAR's national awareness and soldier retention, including development of video news releases, press releases, and print collaterals.
 - State of Arkansas Industrial Development Commission: Coordinated and executed high-profile New York City media tour for then-Governor Mike Huckabee with interviews at *The New York Times*, *Wall Street Journal*, CNBC, Bloomberg Business News and Reuters TV.
 - State of Mississippi Department of Economic and Community Development
 - State of Delaware Economic Development Office

Sept. 1992 - **Stamford Chamber of Commerce** Stamford, Conn.
Nov. 1994 *Director of Communications*

- Wrote and designed award-winning monthly newsletter.
- Served as liaison and facilitator for two volunteer committees.

June 1991 - **Columbia University** New York, N.Y.
June 1992 *Departmental Administrator, Office of Support Services*

- Managed office providing various services to members of the Columbia community, including accounts payable and receivable, spending and staff schedules.

EDUCATION & ACCREDITATION

- March 2013 **Kripalu School of Yoga**
- Completed 200-hour yoga teacher training
 - Certified as a Kripalu yoga teacher
- Feb. 2011 – **Arthur W. Page Society – Future Leaders Experience**
Oct. 2012 • Participant in six-session learning program for rising Corporate Communications Officers
- May 2007 **Associate Certified Coach – International Coach Federation**
- Nov. 2003 • Accredited by International Coach Federation
- May 1989 **Georgetown University** Washington, D.C.
- Bachelor of Arts: Major Concentration – English and American Literature;
Minor Concentration – Spanish Language and Literature
- Phi Beta Kappa
 - Magna cum laude (G.P.A. 3.8, top 7 percent of class)
- May 1991 • Completed first-year law classes at Georgetown University Law Center
- Spring 1988 **Universidad de Sevilla** Sevilla, Spain
- Studied Spanish language and culture in liberal arts curriculum (G.P.A. 9/10)

PERSONAL

- Fluent in oral and written Spanish
- Yoga practitioner with 17+ years experience; Registered Yoga Teacher in the Kripalu tradition
- Pilgrim on the Camino Francés to Santiago de Compostela, Spain
- Former member of Parish Church Council of St. John's Church of Notting Hill (UK) and former treasurer and member of the Parish Council of Saint Peter's Church (NYC)
- Extensive travel in the United States, Europe, Latin America and Africa