

RICHARD WYLER

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AT A GLANCE

A corporate communications professional with more than 15 years of experience in internal, external and financial communications with major PR agencies, financial services companies and a global investment-professional association.

Strengths: strategic program development, media relations, employee and executive communications, issues management, community relations, advertising, speech writing, managing outside contractors, managing teams, audience research. Experienced spokesperson, writer and editor.

SUMMARY OF WORK HISTORY

SINCE MID 2005

WYLER PUBLIC COMMUNICATIONS – Independent consultant in public relations, employee communications, and marketing communications. **Clients: Capital One**, Richmond, Virginia (employee communications lead on a major change-management project) and **Wells Fargo & Co., Home and Consumer Finance Group**, Des Moines, Iowa (senior management communications).

NOVEMBER 1999 TO FEBRUARY 2005

CFA INSTITUTE, Charlottesville, Virginia – *Global professional association of 75,000 securities analysts and investment managers. Administers prestigious Chartered Financial Analyst credentialing program worldwide.*
Vice President, Global PR and Advertising ('03-'05); **Director, Global PR and Advertising** ('99-'03)

JANUARY 1996 TO OCTOBER 1999

HILL & KNOWLTON, Los Angeles – *A global public affairs and communications consultancy*
Managing Director ('97-'99); **Senior Account Supervisor** ('96-'97)

AUGUST 1990 TO JANUARY 1996

FIRST INTERSTATE BANK, Los Angeles – *A \$50 billion bank (acquired by Wells Fargo in 1996)*
Vice President, Public Communication ('93-'96); **Assistant VP, Public Communication** ('92-'93);
Information Officer, Internal Communications ('90-'92)

APRIL 1987 TO AUGUST 1990

EDELMAN PUBLIC RELATIONS, Los Angeles – *A global public relations consultancy*
Senior Account Executive ('89-'90); **Account Executive** ('87-'89)

EDUCATION

BRIGHAM YOUNG UNIVERSITY, Utah – Bachelor of Arts, Public Relations (*cum laude*), April 1987

SUMMARY OF SKILLS AND EXPERIENCE

Strategic Communications Planning – Developed and led annual and 5-year strategic plans to build public awareness of CFA Institute and CFA credential in North America, Europe and Asia. ■ For First Interstate Bank, led employee and public communications on acquisitions, reorganizations, etc. ■ For H&K, developed communication strategies to build public / employee support for: California Department of Consumer Affairs, Avery Dennison, Pacific Gas & Electric, Transamerica Asset Management, Wireless Facilities Inc., etc.

Executive Communications and Coaching – Wrote speeches, bylined articles, key messages and/or Congressional testimony for CEO and board members of CFA Institute; CEOs of First Interstate Bank and Pacific Gas & Electric; investment guru John Neff; etc. ■ Ghostwrote motivational letters from bank CEO to employees. ■ Wrote talking points and Q&As for executives and board members; coached them for media interviews, speaking engagements.

Employee Communications – Led H&K employee communications West Coast practice. Wrote strategic plans for Pacific Gas & Electric (to strengthen a “safety first” culture) and “76” gas stations / Circle K stores (to encourage field support of HQ initiatives). ■ For First Interstate, led employee communications on acquisitions, a major expense-reduction project, and a major outsourcing. Wrote, edited and published a weekly newsletter for bank officers.

Media Relations – For CFA Institute, tripled quantity of media coverage to more than 3,000 “hits” a year worldwide. Led culture shift in CFA Institute’s willingness to comment on news (e.g., analyst independence, stock option expensing). Increased coverage in WSJ, Associated Press, ABC World News This Morning, CNBC, Bloomberg, ROB-TV (Canada), Financial Times, Nikkei, etc. ■ Eight years of experience as spokesman.

Crisis Communication – Wrote crisis communication plan supporting annual administration of CFA exams in 75 countries. Prepared response to news stories on ethics issues in investment industry. ■ For First Interstate Bank, supported disaster-recovery communications after major earthquake, L.A. riots, landslides and wildfires.

Issues Management and Community Relations – Wrote strategic plans, bylined articles, advertorials, position statements, message points. Initiated a grassroots coalition in Canada supporting regulatory reform. Coordinated U.S. Congressional outreach on stock-option accounting. ■ Managed bank communications on a controversial mixed-use development. ■ For Smog Check, solicited grassroots support for auto-emission controls, responded to protest campaigns, conceptualized a low-income assistance bill for auto repairs (bill was introduced in state legislature).

Advertising – Oversaw all aspects of CFA Institute advertising – research, messaging, creative, production, translations, media plan, international placements. ■ For client Smog Check, worked with ad agency on audience research, messaging, creative, and media plan.

Program Management – Supervised countless communications projects: educational seminars for business journalists, M&A support, advertising campaigns, expense-reduction project requiring employee buy-in, a design-build competition for urban renewal, an environmental curriculum for California schools, etc.

Event Planning – Organized dozens of events over the years in U.S., Canada, U.K., Russia, Hong Kong, Mainland China, Korea, Japan. Examples: press conference announcing new CFA chapter in Moscow; a roundtable of major Southern California employers; VIP events in New York and London launching CFA Centre for Financial Market Integrity.

Budgeting and Management – Managed annual budgets up to \$8 million. Conducted international agency search. Managed contractor teams in 7 countries. Hired and managed 4 employees in 3 countries. ■ For H&K, managed annual client budgets up to \$4 million, tracked billable hours, supervised client invoicing and reporting.

Research and Measurement – Oversaw focus groups in 3 countries, surveys in 9 countries. Wrote member survey questionnaires, conducted surveys, analyzed results. Developed performance measurements and tracked performance.

Public Speaking and Training – Made numerous presentations to CFA Institute leaders and board members and to H&K clients and prospects. ■ As in-house training director for H&K, co-developed and taught a 6-week (12 hour) writing and editing course.

New Business Development – For H&K and Edelman, identified client prospects and worked in teams to pitch and win new business. Led successful bid to win \$4 million-a-year California Smog Check account. Developed employee communications client base of up to \$30,000 a month.

INDUSTRY EXPERIENCE

Banking, financial services and investment management – including securities analysis, financial reporting and accounting, personal finance, consumer banking, credit cards, mortgage, trust and private banking, community development and urban renewal, disaster recovery, acquisitions.

State government consumer campaign – related to auto emissions, impact of smog, consumer rights, government affairs.

Non-profit organizations – a professional association, state of California, and a school / police partnership.

Litigation services – jury research, graphic evidence, impact of law suits on corporate clients.

Consumer products and dealerships – motorcycles and dealerships, office products, home and office furnishings, convenience stores and gas stations.

Technology – wireless communication towers and networks.