

CJ Maupin

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Experience

CJ Communicates, Ltd. Communications Consultant

**New York • Paris • San Francisco
1996—Present**

Founded an international communications practice providing strategic counsel and operational leadership to new and established enterprises facing complex organizational and marketing challenges. Sample engagements include:

Hewlett Packard Designed and produced several large-scale product introductions and management meetings for the company's \$40 billion Personal Systems Group. Developed an internal and executive communications strategy and plan. Wrote speeches for division EVP and other senior executives.

Eight, Inc. Served as adjunct marcom counsel to this award-winning architectural design/customer experience firm. Wrote and published a book on strategy and created market segmentation for Citigroup's consumer innovation group. Wrote customer experience and brand guidelines for Nokia retail stores and channel activities.

Other clients include:

**Adobe Systems
Johnson & Johnson
Pearson, plc**

**Citigroup
Mairie de Paris
Sequoia Capital**

**Goldman Sachs
Ogilvy Worldwide
Sun Microsystems**

**International Data Group
Palm Computing
Ziff-Davis**

Ogilvy Worldwide Senior Partner, Director of Strategic Communications

**New York
2007—2009**

Relocated to New York to join executive team as marketing leader with responsibility for executive and employee communications, events, and change initiatives.

- Managed a strategy development process to redesign organizational structure and roles; launched new titles, responsibilities and rewards program.
- Designed the program/content for annual "Verge" partner conference; produced internal events for clients including IBM, Johnson & Johnson, Kodak, Kraft and others.
- Wrote speeches and developed presentations for CEO & Chair Shelly Lazarus, Chief Creative Officer & Vice Chair Steve Hayden, and other agency leaders.

Stone Yamashita Partners Strategist, Writer, Producer

**San Francisco
2004—2005**

Joined this corporate change firm to lead the communications strategy practice and corporate events lab. Served as cross-client internal consultant/mentor for Yahoo!, GE, JPMorganChase; led project teams for Gap, Inc. and TCCC.

Gap Inc. Designed and directed a year-long, company-wide culture change initiative including a series of leadership summits for the company's top 150 executives; revamped and rolled out rewards and recognition programs; drove content and wrote speeches for large-scale analysts' briefing.

The Coca-Cola Company Produced a worldwide marketing leadership meeting in Paris; led strategy development for a Board of Directors-mandated corporate reputation & community engagement initiative; developed and produced an exclusive one-time experience, "the anti-conference for brand & design provocateurs."

Apple Computer, Inc./Apple Computer Europe Corporate Communications/Integrated Marketing

**Cupertino • Paris
1987—1996**

Promoted to several positions with increasing strategic, managerial, geographic, and budget responsibility across marcom disciplines and around the world during a 9-year tenure.

CJ Maupin Page Two

Apple Computer, Inc./Apple Computer Europe (continued)

Director, Corporate Marketing Programs & Creative Services

- Responsible for worldwide marketing programs including events, co-marketing, creative services, corporate ID; served on global marketing strategy body.
- Oversaw co-marketing programs with Paramount, BMW/USA, and EMI/Abbey Road Studios.
- Managed a staff of 25 and an annual budget of \$10+ million.

Senior Manager, Corporate Communications, EMEA

- Promoted/relocated to Apple's European HQ to lead corporate communications.
- Built a multi-disciplinary team responsible for executive and employee communications; sales conferences and incentive programs; management meetings; trade shows and events; and public relations.
- Managed a pan-European staff of 45, and annual budgets of \$5+ million.

Manager, Executive Communications

- Recruited as speechwriter, researcher, and keynote producer for the CEO and executive management team.
- Designed and produced hundreds of keynotes, product introductions, and sales and employee events.

Other

Public Affairs Consultant, Prismax Associates, Ltd. Co-founded a community relations/campaign management firm in service of candidates & issues. Clients included **SF Mayor Art Agnos** and **U.S. Speaker of the House Nancy Pelosi**.

Research Director/Account Executive, Solem & Associates, Inc. Designed political polls, conducted focus groups, wrote copy for candidates, issue campaigns and government contracts.

Congressional Aide, Constituent Communications, US Congressman M. Robert Carr Responsible for constituent communications, legislative correspondence, and floor statements.

Activities

Advisory Board Member, PICNIC Marketing and programming advisor to Amsterdam-based cross-media, multi-disciplinary conference and festival.

Advisory Board Member, Commonweal & Friends of the Ganges Communications advisor to a health, environment and youth programs incubator, and a group dedicated to restoring the health of the Ganges River.

Press Officer, San Francisco Mayor's Office Press officer for Gorbachev's state visit to San Francisco, 49ers Super Bowl victory parade, and Golden Gate Bridge 50th anniversary.

Scriptwriter/Producer, Democratic National Convention Produced teleprompter scripts at three conventions.

Radio Personality, KUSF-FM Hosted weekly radio show featuring music, news, and political programming.

Awards Communication Arts award for Gap Inc. corporate communication materials; ID Magazine recognition for unique conference proceedings book; Mercury Award for speechwriting.

Education

University of Massachusetts
M.Ed. Program, School of Education

Amherst
1977—1978

Coursework in educational/psychological testing, multicultural and community-based education. Teaching Fellow: Co-developed course, "The Future of American Education." Faculty Advisor: R. Buckminster Fuller.

Michigan State University
Bachelor of Arts, Justin Morrill College

East Lansing
1971—1975

Graduated with honors. Emphasis in mathematics, political and social sciences. Michigan Mathematics and National Merit Scholarship Finalist. Resident assistant, student government representative, swim team.