

# H. WILLIAM BAIN

Guttenberg, NJ 07093 ▪ (646) 733-7234 ▪ h.william.bain@gmail.com ▪ [www.linkedin.com/in/hwilliambain](http://www.linkedin.com/in/hwilliambain) ▪ [hwilliambain.com](http://hwilliambain.com)

## INTERNAL COMMUNICATIONS / EMPLOYEE ENGAGEMENT LEADER

*People Leader who Fosters Cultures of Engagement, Improves Employee Retention, and Boosts Job Satisfaction through Strategic Communications Lifecycle. Communicating Mission, Vision, and Values to Frontline Teams and Leadership.*

Communications Strategies & Coaching ♦ Relationship Building ♦ Content Development ♦ Team Leadership ♦ Storytelling

- **Brings 15+ years' experience** implementing comprehensive internal communication strategies across large organizations, focusing on driving employee engagement, building collaborative culture and ensuring alignment with corporate initiatives.
- **Uses established experience** in creating and overseeing internal channels, producing engaging content, and promoting internal branding aligned with organization's culture and mission.
- **Experienced in implementing audience-focused communication plans** that build trust and create lasting relationships, while measuring and tracking key indicators to evaluate performance and find areas for improvement.

## DISCSTYLES LEADERSHIP ASSESSMENT

**LEADERSHIP STRENGTHS:** Drives consistent excellence by championing robust quality control measures and procedures. Collaboratively delivers exceptional results through meticulous project planning and efficient execution. Proactively identifies potential roadblocks and offers insightful solutions, ensuring seamless project progress. Leverages expertise and collaborates cross-functionally to tackle complex projects, fostering culture of continuous learning and growth. Embraces innovative solutions and fosters collaborative environment where new ideas are readily explored and refined.

**PROFESSIONAL TRAITS:** Accurate. Conservative. Exacting. Fact-Finding. Precise. Systematic. Direct. Rational. Reflective. Eager.

## PROFESSIONAL EXPERIENCE

Arch Calderon, Inc. | New York, NY

April 2022 to Present

### HEAD OF COMMUNICATIONS

*Architectural design, interior design, rendering, and construction management company.*

**LEADERSHIP SNAPSHOT:** Managed design projects from first point of contact with customer through completion. Developed and managed communication plans for internal and external audiences. Established and managed strong relationships with customers, managers, and team members.

### SELECTED CONTRIBUTIONS:

- **Generated \$20K monthly revenue** by implementing CRM tool to establish systematic approach to business development and marketing; established baseline of inquiries and met KPIs for growing client base.
- **Improved communications** by implementing conflict resolution strategies to resolve critical issues impacting business.
- **Enhanced regulatory awareness and streamlined future interactions** with permitting and insurance agencies by completing in-depth research and analysis to navigate complex NYC permitting and insurance regulations.
- **Grew brand awareness and engagement** by creating marketing strategies, including redesigned company website, creating profiles on online service marketplaces, increasing social media presence, producing video series, and developing VR project tours.

Allegheny County Airport Authority | Pittsburgh, PA

January 2023 to June 2023

### DIRECTOR, INTERNAL COMMUNICATIONS

*Municipal authority in Pittsburgh, PA that oversees and maintains Pittsburgh International Airport and Allegheny County Airport.*

**Allegheny County Airport Authority (Continued)**

**LEADERSHIP SNAPSHOT:** Delivered organization-wide communications through internal channels such as weekly newsletters, emails, in-person events, and digital signage. Crafted crisis plans and executive messaging to enhance communication during urgent and crucial situations. Fostered positive culture by collaborating with executives on messaging supporting inclusion and diversity. Evaluated communication channels and strategies and applied data-driven enhancements.

**SELECTED CONTRIBUTIONS:**

- **Drove employee and stakeholder engagement**, productivity and retention by creating new communications channels to reach dispersed workforce, including previously unreached frontline workers comprising 75% of employees.
- **Empowered leaders and stakeholders to leverage new internal communications channels** by establishing organization's first internal communications strategy and defining Service Level Agreements.
- **Grew employee engagement by connecting with employees** through mix of print, digital media, in-person events.
- **Expanded reach to 2,500+ stakeholders and staff** impacted by extensive renovation and modernization projects, providing updates on logistical changes through campus-wide newspaper and in-person event series.

Fitch Group | New York, NY

January 2011 to April 2022

**DIRECTOR, INTERNAL COMMUNICATIONS**

*Global financial information services firm recognized as one of "Big Three" credit rating agencies.*

**LEADERSHIP SNAPSHOT:** Partnered with C-suite and senior executives to align communications plans with company mission, vision, and values. Increased employee engagement across diverse communication channels by planning town hall meetings, events, leadership calls, and quarterly financial outlook calls. Partnered with ERGs and DEI leadership to drive messaging around diversity and inclusion.

**OPERATIONS & PROCESS IMPROVEMENTS**

- **Increased efficiency and productivity** by leading the design and launch of company's first global intranet for 2,500 employees in 40 countries; included needs assessment, gaining executive and employee buy-in, user testing, managing design team, user training and post-launch engagement.
- **Recognized for outstanding success** in subsequent redesigns of intranet to meet growing needs of workforce expanding to 4,500 employees, including leading global team of developers, graphic designers, and IT specialists; forming stakeholder advisory committee; and delivering training initiatives.
- **Boosted intranet user engagement** by producing high-value video and editorial content aligned with company goals, resulting in 46% increase in consumption.
- **Drove automation of previously manual processes, streamlined editorial workflow, and increased transparency** by creating an editorial calendar app that shepherded intranet content through ideation, composition, review and approvals, to publication.

**COMMUNICATION ENHANCEMENTS**

- **Enhanced communications and fostered connections** through mix of dynamic digital content, in-person and virtual events.
- **Improved awareness of current topics and analytical findings** across diverse analytical groups by producing monthly conference call series for analytical leaders and subject matter experts to share findings.
- **Identified pain points and communication gaps** through annual engagement surveys and employee roundtables, which provided insights to help leaders prioritize messaging and revise work processes, including overhaul of new employee onboarding.
- **Managed integration programming for employees** after acquisition of CreditSights, including developing communication plans and acclimating new team members into company's culture.

**LEADERSHIP & PEOPLE WINS**

- **Established rapid response communications during Hurricane Sandy**, with focus on employee safety and business continuity, including emergency hotline, temporary remote office arrangements, and daily email updates.
- **Increased leader transparency and employee satisfaction** by producing bi-weekly leader video series and establishing annual global town hall series, beginning with live 1,200-attendee event in NYC broadcast to conference rooms worldwide.
- **Led change management communications** for office relocation, with most employees moving from private offices to open plan.

**Fitch Group (Continued)****COVID RESPONSE**

- **Redesigned intranet homepage** to provide easy access to essential resources such as office supply forms, remote work instructions and employee wellbeing resources.
- **Engaged colleagues during challenging times** by profiling human-interest quarantine stories, hosting virtual events, facilitating dialogue between employees and leadership, and launching a new weekly newsletter for all employees.
- **Recognized for “Best Pandemic Communications”** by Simply Digital IC.

**URS Corporation** | New York, NY**February 2000 to January 2011****INTRANET MANAGER***Global engineering, design, and construction firm with \$6B in annual revenue.*

**LEADERSHIP SNAPSHOT:** Authored daily articles, managed writers, and coordinated publication across 4 global intranets. Performed ongoing usability studies, recommended system improvements, and delivered user training to drive participation. Coordinated company-wide conference calls for quarterly financial performance reviews. Created and edited annual report profiles.

**SELECTED CONTRIBUTIONS:**

- **Recognized by Nielsen Norman Group in its annual Top 10 Intranets of the Year** for leading team of 10 designers, developers and project managers in complete overhaul of platform and creating user-centric and personalized experience.
- **Drove global alignment** by expanding intranet throughout US, Europe, Asia, and Australia, including leading team of 6 contributing writers and overseeing editorial calendar to ensure consistent alignment of content across globe.

**OTHER EXPERIENCE & ACCOLADES****Adjunct Professor, Communications Design**, Saint Joseph’s University, Philadelphia, PA**Currently Authoring First Novel**, *The Eggman’s Darlings***Project Leader for “Read to Me,”** New York Cares Volunteers, Fordham Bedford Children’s Services in The Bronx**KEY SKILLS**

Strategic Internal Communications | Change Management | Executive Communications | Editorial Management & Journalism | Strategic Planning | Project Management | Diversity, Equity, & Inclusion Communications | Content Writing | Corporate Values & Culture | Product Management | Communication Channels | Visual & Multimedia Content Creation | Problem-Solving | Social Media Relationship Building | Employee Engagement | Collaboration | Strategic Communication Planning | Crisis Communication | Team Leadership | Project Management | Conflict Resolution | Stakeholder Analysis | Budgeting | Resource Management

**TECH STACK**

Workplace by Meta | Google Generative AI Studio | ChatGPT | Bard | Midjourney | Unity | C++ | HTML | CSS | Confluence | JIRA | Marketo | Microsoft 365 Suite | Office | Word | SharePoint | Teams | Viva Engage (Yammer) | Lists | Stream | Forms | Monday | Airtable | Hootsuite | HubSpot | WordPress | Wix | Adobe Suite

**EDUCATION****Bachelor of Art, Film & Communications**, Pennsylvania State University, State College, PA**Product Management Training**, General Assembly, New York, NY**AR/VR Bootcamp**, Lehman University, New York, NY