

Jennifer S. Hennessey

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PROFESSIONAL SUMMARY

Strategic marketing and communications leader with 25+ years of experience at a Big 4 professional services firm and Fortune 1000 companies. Known for building genuine, lasting relationships, with executives, partners, teams, and communities, that become the foundation for trust, alignment, and meaningful results. A trusted advisor to C-suite and senior leaders, with a proven track record of translating complex business priorities into integrated marketing and communications strategies that resonate across internal and external audiences, through change and uncertainty, and at the intersection of brand, growth, and purpose. Brings deep expertise spanning go-to-market strategy, thought leadership, executive communications, crisis and change management, and large-scale sponsorship and partnership activation. Leads with both clarity and care, fostering collaborative, high-performing cultures grounded in accountability, and consistently connecting marketing and communications work to the business outcomes that matter most.

PROFESSIONAL EXPERIENCE

PwC, PricewaterhouseCoopers LLP – Cleveland, Ohio, 2013 – 2025 (3 roles)

Consumer Markets Marketing Leader (2021–2025)

Marketing Communications Leader – Midwest Market (2017–2021)

Marketing Communications Leader – Lake Erie Market (2013–2017)

- Trusted advisor to senior partners and market leaders, developing integrated marketing and communications strategies aligned to business priorities, brand positioning, and stakeholder engagement goals; linking board roles, industry associations, academic institutions, and non-profit partnerships to elevate executive visibility and stakeholder trust—increasing nonprofit board placements by 25% and aligning \$2.5M+ in grants to firm priorities.
- Partnered across service lines, industry teams, and external organizations to translate complex priorities into actionable marketing plans, driving alignment across diverse stakeholders.
- Led PwC’s flagship Holiday Outlook report—an annual survey on evolving consumer behaviors and generational shopping trends—with a social-first storytelling strategy that drove 14k web visits (~6 min avg. time on site; 2x industry benchmark), 865+ media mentions (3x nearest competitor), and 500k social impressions in the first six weeks.
- Directed PwC’s \$1M+ presence at NRF Big Show (National Retail Federation), orchestrating collaboration with 13 global alliance technology partners to deliver integrated thought leadership, demos, executive events, and co-branded messaging; engaged 100+ PwC partners globally to drive client engagement and alliance-driven market positioning.
- Led PwC’s co-presenting sponsorship of the NRF Foundation Honors, supporting workforce development and education initiatives and contributing to nearly \$15M raised over five years.
- Selected to lead strategy, outreach, and sponsorship negotiations with the Consumer Technology Association, securing PwC’s expanded presence at CES; aligned four industries with firm-wide brand priorities, including the global F1 sponsorship, and led speaker proposals resulting in 14 accepted sessions.
- Developed and led Trees for Threes, a high-visibility, purpose-driven partnership with the Cleveland Cavaliers, local non-profits, and schools, generating ~2.4B impressions, planting 2,600 trees, and helping activate the Cleveland Tree Plan and launch the Cleveland Tree Coalition.
- Orchestrated a high-visibility CEO Action for Diversity & Inclusion campaign, activating the “Check Your Blind Spots” mobile tour across Midwest cities, delivering immersive experiences, strategic events, significant media coverage, social engagement, and community dialogue.
- Managed PwC’s Cleveland Cavaliers hospitality suite, designing executive-level client experiences that strengthened strategic relationships and supported business development opportunities.
- Designed and executed relationship-based student programs tied to universities, local and national non-profits, and industry associations to advance mentor programs, scholarships, STEM and financial literacy education, and career consultation.
- Mobilized cross-functional teams and external partners to execute complex initiatives in fast-paced environments, ensuring alignment, accountability, and high-quality delivery (e.g., launched high-performing VeloSano team generating \$500K+ for cancer research with the Cleveland Clinic).
- Leveraged analytics and emerging communication platforms to measure engagement, optimize content performance, and inform strategy.

Diebold, Incorporated – North Canton, Ohio, 2009 – 2013 (3 roles)

Internal Communications Leader (2013)

Senior Manager, Global Marketing Communications (2011–2013)

Manager, Global Corporate Communications (2009–2011)

- Led global internal communications for \$3B company during periods of enterprise transformation, leadership transition, and restructuring; served as strategic advisor to executives on internal communications risks, opportunities, and leadership presence.
- Produced enterprise-wide CEO transition communications, including global hybrid town halls reaching 15,000+ employees same day, and established a repeatable executive communications playbook.
- Partnered closely with global HR and senior leadership on sensitive workforce communications, including voluntary retirement programs and knowledge transfer initiatives.
- Revitalized leadership communications for top 400 leaders, creating structured messaging frameworks, FAQs, and talking points to support rapid change.
- Directed Executive Briefing Center strategy and operations, partnering with business leaders to design stakeholder experiences that strengthened relationships and increased engagement by 75%, supporting 200 tours annually.
- Led enterprise-wide digital transformation, directing the RFP process for vendor selection, serving on the governance board, and guiding execution to ensure alignment across internal and external digital experiences globally.
- Led deployment of global collaboration technologies, increasing adoption by 80% over 12 months.
- Developed emerging technology roadmaps and demo strategies for customer, board, and analyst engagements.

Eaton Corporation – Cleveland, Ohio (2008 – 2009)

Communications Manager

- Served as strategic communications partner to the CIO for \$15B global enterprise, leading internal and external communications for large-scale technology and organizational transformation.
- Built business case and implemented modernization of the enterprise intranet and digital communications infrastructure, introducing analytics, on-demand publishing, and collaboration tools to improve reach and engagement across global teams.
- Developed and executed award strategy and media relations for Enterprise IT to increase awareness and attract talent.
- Developed executive storytelling and external positioning that elevated brand reputation and industry recognition.

National City Bank – Cleveland, Ohio (2004 – 2007)

Assistant Vice President, Communications Consultant

- Directed internal communications for the bank's largest business line, reaching approximately 15,000 associates; strengthened leadership trust and alignment through clear, consistent executive messaging and two-way communication channels.
- Led enterprise-wide intranet implementation and governance, establishing vision, adoption strategies, and a content operation coordinating messaging across intranet, leadership emails, broadcasts, and enterprise initiatives.
- Introduced polling and feedback mechanisms and data-driven engagement tools that significantly increased associate awareness, alignment, and operational effectiveness.
- Established enterprise communications governance and messaging frameworks, unifying cross-functional communications, increasing engagement, and earning internal and external recognition.
- Served as a spokesperson on emerging technologies at industry conferences and in case studies; founded the Cleveland Intranet Owners network—convening regional communications and IT leaders to share best practices and drive innovation.

KeyCorp – Cleveland, Ohio (1993 - 2004)

Corporate Communications and Marketing Communications (progressive leadership roles)

- Guided internal and external communications through major organizational change, site consolidations, and enterprise initiatives impacting 20,000 employees.
- Supported national media relations strategy, managing press materials for earnings, acquisitions and divestitures, sponsorships, and crisis communications; delivered executive media briefings and collaborated across local markets to align and drive messaging.
- Led corporate intranet strategy and distributed publishing models, training and advising 800 new content owners and launching a community of practice with weekly communications and monthly best-practice sessions to elevate content quality and consistency across all department sites.
- Led integrated field marketing and sponsorship activation strategies across Northeast Ohio, aligning advertising, media, and in-branch experiences for 76 locations; translated sports and community partnerships into high-impact brand visibility while supporting leadership positioning, branch transformations, relocations, and sales enablement.
- Led enterprise philanthropy and United Way communications, driving participation through targeted storytelling and events.
- Managed creation and distribution of an award-winning annual report to 200,000 shareholders.

EDUCATION

Notre Dame College of Ohio – South Euclid, Ohio

Bachelor of Arts, Communications & English | Magna Cum Laude