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## **Gretchen E. Weis, APR**

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### **Public Relations/Marketing Communications/Corporate Communications**

More than 25 years of experience in the communication profession, with direct responsibilities for planning, budgeting and managing employees to accomplish organizational business goals. Functional experience includes naming and launching new companies, business-to-business marketing communication, mergers and acquisitions, media relations, analyst relations, crisis communication, reputation management, issues management, change management communication, employee communication, writing and producing annual reports, speechwriting, shareholder communication, product promotion campaigns, advertising, community relations, and writing and producing publications, brochures, Web sites and video presentations. Professional experience backed by a B.A. degree in Philosophy, University of Wisconsin – Madison. *Accredited as a senior communications professional by the Public Relations Society of America, as designated by the initials APR listed after my name.*

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2/02 to  
6/11                    **WEIS COMMUNICATIONS**  
5000 Montrose #6H, Houston, Texas 77006

#### **Founder and Principal**

Provide public relations and marketing communications services, advice and counsel for a variety of local, national and international companies, including Coca-Cola, Dynegey, Weatherford International, Unocal, Saudi Aramco, Petrie Parkman & Co., Merrill Lynch & Co., Patriot Exploration, Bentek Energy, Duke Energy Gas Transmission/Spectra Energy, Weather Insight, Vinson & Elkins, Texas Medical Center, Texas A&M Institute of Genomic Medicine, SolArc software, Stone Bond Technologies, Louisiana Gas Development Corp., JV Industrial Companies, Ohmstede Ltd., Centacor, a biotech division of Johnson & Johnson, Link Energy, Westlake Chemical, SimDesk Technologies and The Arbor School. Projects have included product branding and launches, marketing communications, media relations, employee communications programs, crisis management for a well blow-out, issues management for \$30 million environmental damage lawsuit, change management communication for a PeopleSoft ERP e-procurement implementation, and the creation of materials for a non-profit capital fundraising campaign.

7/96  
to 2/02                    **PIERPONT COMMUNICATIONS, Inc.**  
1800 West Loop South, Suite 800, Houston, Texas 77027

#### **Senior Vice President and Client Services Manager**

Provided senior public relations advice, counsel and services to international, national and local companies on a variety of projects, from investor relations and

media relations programs to business-to-business marketing campaigns, crisis management, mergers and acquisitions and company launches. Client industries included high tech online B2B, software solutions, natural gas, energy marketing, oil and gas exploration and production, petrochemicals, health care and biotechnology.

- ◆ Served as member of executive management team to manage the company's business and client service/account service operations.
- ◆ Supervised numerous teams drawn from 45 account service professionals to provide client account service.

### **Accomplishments**

- ◆ Contributed significantly to the business management, growth, development and operations of the company. Was recruited specifically by owner to expand the company's consulting skill set offering and revenue base.
- ◆ Leading rainmaker for the firm, generating more than \$3.2 million in revenues in first five years, including at least one-third of all company revenues for two years in a row.
- ◆ Led teams of people to create corporate identity and strategic positioning and managed the launch of many new companies, especially in the high tech sector, including two of the most successful B2B online companies to date – Altra Energy Technologies and CheMatch.
- ◆ Led communication activities and the New York-based press conference to announce the \$1 billion styrene asset sale between Huntsman Chemical and Nova Chemicals.
- ◆ Created marketing and sales materials for several divisions of Huntsman Chemical.
- ◆ Planned and managed the launches of several new ventures and special projects, including The Health Channel for Baylor College of Medicine and the downtown Cotswold Project for a group of private investors. Won local and national awards for both of these campaigns.
- ◆ Handled ongoing crisis communication for death care services firm, Service Corp International, based in Houston, with operations around the world, as well as crisis communication services for CONDEA Vista at the plant level.

1/95 to  
7/96

**EDELMAN PUBLIC RELATIONS WORLDWIDE**  
One Greenway Plaza, Suite 700, Houston, Texas 77046

### **Senior Vice President and Client Services Manager**

Provided senior public relations counsel and services to local, national and international companies in a variety of industries, including natural gas, petrochemicals, consumer products, real estate, health care, insurance and wealth transfer planning. Managed a team of 13 professionals to accomplish client service goals.

### **Accomplishments**

- ◆ Led the planning, development and implementation of a campaign for Exxon to divest itself of the Friendswood Development Corporation, one of Houston's premiere residential real estate companies and homebuilding ventures. The program won numerous local, national and international communication awards.

- ◆ Planned and assisted in the nationwide media rollout of a new logo and changed packaging design for Minute Maid.
- ◆ Planned and implemented product marketing and corporate identification collaterals, annual reports and other materials for a variety of industries, products and corporations.

9/88 to  
1/95

**VISTA CHEMICAL COMPANY**  
900 Threadneedle, Houston, Texas 77079

**Director, External Communication**

Directed company communication effort for the former Conoco Chemicals, rebranded Vista Chemical, to inform and influence opinion among external audiences, including customers, regulators, the media, financial analysts, stockholders and the general public. Responsibilities included:

- ◆ Planned, wrote and produced all financial communication materials, including annual and quarterly reports, earnings releases and analyst presentations.
- ◆ Marketing communication, trade show and advertising activities for all seven chemical product lines, from industrial solvents, to surfactants, specialty chemicals and plastics.
- ◆ Served as primary spokesperson to field questions from the media, analysts, and local, national and international government officials and community opinion leaders.
- ◆ Directed the company's relationship with the local, national, international press, including business press and trade media, as well as community media at the plants and the R&D facility.
- ◆ Advised executive and plant management on financial, environmental crisis and other public relations issues. Prepared and briefed executives for media interviews.
- ◆ Directed the development and implementation of the company's crisis communication and community relations programs. Directed and handled onsite emergency crisis communication for several chemical spills/incidents.

**Accomplishments**

- ◆ Helped plan and direct an international communication effort, including Wall Street and media relations, for the company merger with RWE-DEA/CONDEA.
- ◆ Helped plan and direct communication campaign between major producers worldwide, called CLER, to influence the European eco-labeling process to qualify linear alkylbenzene as an acceptable laundry detergent ingredient.
- ◆ Expanded scope of marketing communication through proactive media relations story placement in the trade journals. Saved Vista approximately \$240,000 annually by assuming more of the marketing communication activities, thus freeing the company from dependence on an outside agency for support.
- ◆ Increased the scope and outreach of community relations and environmental communications for all manufacturing and R&D facilities.
- ◆ Provided around-the-clock emergency communication response throughout the U.S.

6/83 to  
9/88

**TRANSCO ENERGY COMPANY**  
2800 Post Oak Blvd., Houston, Texas 77251

Was hired initially to direct the company's internal communication program, including seven different publications and employee communication activities for 5,000 employees throughout North America. Was promoted to Media Relations Manager after my first year with the company. Played a key role in planning, producing and implementing all communication related to the company's role as a test pipeline in the natural gas deregulation process with the Federal Energy Regulatory Commission, including writing Congressional testimony for executive management, hosting proactive semi-monthly press briefings in Washington, D.C., preparing white papers to influence legislation and other stakeholders. Was responsible for corporate media relations for all company divisions, including the natural gas pipeline, oil and gas exploration and production, coal mining operations and coal gasification plant. Also wrote and produced the company's annual and quarterly reports, speeches and analyst presentations, company marketing brochures, advertising, videos and other communication tools. Supervised a staff of 4.

3/80 to  
6/83

**HERMANN HOSPITAL/Texas Medical Center**  
1203 Ross Sterling, Houston, Texas 77030

Supported the hospital's fundraising/development function and marketing communication needs as Editor of External Publications. Supervised a team of 4 writers and several in-house photographers to produce a variety of publications to promote the hospital's various services and market differentiation capabilities. Helped plan and implement open houses, dedications and other special events. Created a quarterly marketing newsletter to promote the new Life Flight helicopter rescue service.

**REFERENCES FURNISHED UPON REQUEST**