

JENNIFER S. HENNESSEY

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PROFESSIONAL SUMMARY

Advancement and marketing leader with 25+ years of experience building authentic relationships, igniting ideas, and mobilizing communities around shared purpose. Known for translating institutional vision into action that inspires philanthropy, elevates brands, and creates measurable societal impact. A natural ideator who thrives at the intersection of creativity, strategy, and execution. Skilled in generating campaigns, cultivating partnerships, and launching platforms that move people and communities forward. Deep expertise spanning executive advising, thought leadership, sponsorship strategy, grant making and community engagement. Brings both strategic sophistication and a genuine belief in the power of collaboration, authenticity, and trust.

PROFESSIONAL EXPERIENCE

Consumer Markets Marketing Leader / Midwest Markets Marketing Leader 2013 – 2025

PwC, PricewaterhouseCoopers LLP | Cleveland, Ohio

Progressive leadership across three roles: Consumer Markets (national), Midwest Market (11 cities), and Lake Erie Market (Cleveland, Pittsburgh, Buffalo, and Rochester)

- ▶ Trusted advisor to senior partners and market leaders, building integrated strategies that aligned institutional priorities with brand positioning, stakeholder engagement, and community impact, increasing nonprofit board placements by 25% and aligning more than 100 grants and \$2.5M+ to firm priorities.
- ▶ Cultivated and stewarded high-value relationships with executives, civic leaders, academic institutions, and nonprofit partners, connecting organizational purpose to meaningful community investment and long-term relationship depth.
- ▶ Led PwC's \$1M+ annual presence at NRF Big Show, orchestrating 13 global alliance partners to deliver integrated thought leadership and executive engagement, generating \$130M+ in pipeline and \$22M in attributable revenue.
- ▶ Directed PwC's flagship Holiday Outlook research report with a social-first storytelling strategy that drove 865+ media mentions (3x nearest competitor), 14K web visits at 2x industry benchmark session times, and 500K+ social impressions in six weeks.
- ▶ Led strategy and sponsorship negotiations with the Consumer Technology Association, securing PwC's expanded presence at CES 2026, resulting in 14 accepted speaker sessions across 4,100+ exhibitors and 148K+ global attendees.
- ▶ Directed 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.
- ▶ Launched Trees for Threes, a purpose-driven sports partnership with the Cleveland Cavaliers, local nonprofits, and schools, generating ~2.4B impressions, planting 2,600 trees, and helping institute the Cleveland Tree Coalition.
- ▶ Activated the CEO Action for Diversity & Inclusion 'Check Your Blind Spots' interactive mobile tour across Cleveland and Pittsburgh, coordinating with city officials, communications leaders, Major League Baseball, and others to bring immersive, high-visibility DEI experiences to 6 corporate headquarters, the MLB All-Star Game in Cleveland, the Pittsburgh Pirate organization, and the Pittsburgh Pride Parade.
- ▶ Designed and executed student engagement programs connecting universities, nonprofits, and industry associations to mentor programs, scholarships, STEM education, and career development pathways.
- ▶ Launched high-performing VeloSano team generating \$500K+ for cancer research with the Cleveland Clinic, mobilizing internal teams and external partners around a shared mission.

Internal Communications Leader / Sr. Manager, Global Marketing Communications 2009 – 2013

Diebold, Incorporated | Cleveland, Ohio

- ▶ Directed Executive Briefing Center strategy and operations, co-led the redesign of the space to align with new Innovation Delivered brand, updated the sales and client experiences, developed

an emerging technology roadmap and new demos and increased engagement by 75%, supporting 200+ tours annually.

- ▶ Led global enterprise digital transformation, directing RFP process, serving on governance board, and driving global collaboration technology deployment with 80% adoption increase in 12 months.
- ▶ Led global internal communications for \$3B enterprise during leadership transition and restructuring; served as strategic advisor on communications risks and executive 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.

Communications Manager 2008 – 2009

Eaton Corporation | Cleveland, Ohio

- ▶ Strategic communications partner to the CIO of \$15B global enterprise; built business case for modernization of enterprise digital communications infrastructure.
- ▶ Developed award strategy and external relations plan that earned Eaton's first CIO 100 Award, elevating the IT brand as an industry innovator and employer of choice.

Assistant Vice President, Communications Consultant 2004 – 2007

National City Bank | Cleveland, Ohio

- ▶ Directed internal communications for the bank's largest business line, reaching ~15,000 associates; led enterprise intranet implementation, launch and governance serving as the business's primary liaison with IT.
- ▶ Established enterprise communications governance and messaging frameworks, increasing engagement and earning internal and external recognition.
- ▶ Founded the Cleveland Intranet Owners network, convening regional communications and IT leaders to share best practices and drive innovation.

Progressive Leadership Roles — Corporate & Marketing Communications 1993 – 2004

KeyCorp | Cleveland, Ohio

- ▶ Guided internal and external communications through major organizational change impacting 20,000 employees; led corporate intranet strategy and distributed publishing models, training 800+ content owners.
- ▶ Led integrated field marketing and sponsorship activation for 76 Northeast Ohio locations, aligning advertising, media, and community partnerships to drive brand visibility and sales enablement.
- ▶ Managed award-winning annual report distributed to 200,000 shareholders; led enterprise philanthropy and United Way communications strategy.

EDUCATION

Bachelor of Arts, Communications & English — *Magna Cum Laude*

Notre Dame College of Ohio | South Euclid, Ohio