

GOVERNMENT AFFAIRS | PUBLIC RELATIONS | BUSINESS LEADER

- Accredited business communicator specializing in government affairs, public relations strategy development, execution
- More than two decades experience in government relations, corporate communications, public affairs, public and media relations in the corporate, government and nonprofit sectors
- Broad experience in advocacy, public policy, social, paid and earned media integrated campaigns, executive positioning, issue and crisis management, liaison for elected officials on key issues, organizational spokesperson
- Key strengths include metric development for continuous improvement, contribution to brand reputation impacting P&L business segments, team leader, contract agency and budget manager

PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS**DTE ENERGY (NYSE: DTE)****2015 - 2024*****Director, Regional Relations, Corporate and Government Affairs (2021 – 2024)***

- Led a state-wide team responsible for stewardship and relationship management with local government officials across both utilities and non-regulated businesses
- Developed and led strategic initiatives with key municipal partners critical to achieving successful policy and operational outcomes in partnership with senior leadership, C-suite, and enterprise-wide business unit leadership
- Led and executed strategic initiatives in coordination with state, federal affairs and economic development leadership
- Advocated and curated support for key legislative and policy priorities through board, coalition and state-wide organizational relationships and leadership positions
- Served as a counselor and advisor to internal business units regarding externalities and environmental factors that are impactful to business strategy and outcomes

Regional Manager, Corporate and Government Affairs (2018 – 2021)

- Served as liaison to elected and appointed officials at the county, city and township level within assigned territory
- Led company and local government initiatives that focus corporate resources and activities on the company's business success and the wellbeing of customers, shareholders and employees
- Proactively managed issues by working with internal and external stakeholders to achieve desired organizational outcomes
- Provided counsel to DTE leaders regarding municipal relationships and concerns
- Engaged with community and business organizations to execute giving and economic-centric opportunities

Manager, Media Relations, Corporate Communications (2015 – 2018)

- Managed day-to-day and strategic earned, social media and public relations efforts across all enterprise business units
- Served as corporate public relations representative/spokesperson representing enterprise functions
- Critical team member in successful restructuring and implementation of new corporate communications team operations
- Revised and reinvigorated company's enterprise-wide crisis communication/PIO response efforts
- Restructured and matured media relations process, measurement, structure, team ability and channel execution
- Managed and built enterprise-wide social media presence, including launching the company's first blog
- Advised, prepared and counseled senior executives, including P&L center executives and CEO, on comprehensive strategic communications opportunities and issues

BLUE CROSS BLUE SHIELD OF MICHIGAN**2011-2015*****Manager, External Affairs***

- Managed integrated external affairs team that secured 8,000+ media stories annually, (<2 percent negative tonality)
- Developed and managed earned media for P&L business segment campaigns in highly regulated industry through strategic positioning, thought leadership and educational strategies and tactics
- Successfully managed the company's media relations efforts on major milestone projects
- Advised and counseled senior executives on media and public relations opportunities, served as company spokesperson

OFFICE OF THE WAYNE COUNTY EXECUTIVE**2010 - 2011*****Press Secretary***

- Engaged in proactive public relations management with southeast Michigan media leadership
- Developed executive editorial strategy for contentious 2010-2011 budget, resulting in 36 favorable/neutral stories, including editorials benefiting the Administration's position
- Developed business and government European trade mission media strategy resulting in over 85 stories throughout the week-long, two-country trade mission
- Handled daily media inquiries, served as spokesperson, managed internal staff

MICHIGAN HUMANE SOCIETY**2006 - 2010****Events Manager (2008 – 2010)**

- Led a planning team, comprised of internal executive staff and board members, to produce successful fundraising events during economic downturn
- Led an overall event fundraising effort responsible for gross revenues exceeding \$600,000 annually
- Increased revenues throughout economic downturn while executing cost saving measures

Public and Media Relations Coordinator (2006 – 2008)

- Significantly increased proactive media coverage by more than 50 percent
- Secured 50 percent increase in coverage in key media outlets through story placement, community partnerships
- Developed and executed public relations Cat Independence Days adoption campaign
- Served as media contact, handled daily media and public inquiries and served as organizational spokesperson

STAHL'S, INC.**2005 - 2006****Corporate Communications and Advertising Coordinator**

- Secured first cover feature product story in highly regarded trade publication

PUSHTWENTYTWO**2004 - 2005****Account Coordinator**

- Secured full time position with agency from college internship

TEACHING EXPERIENCE**MICHIGAN STATE UNIVERSITY – COLLEGE OF COMMUNICATION ARTS & SCIENCES****CURRENT***Instructor, Department of Advertising & Public Relations***CLEARY UNIVERSITY****CURRENT***Adjunct faculty***EDUCATION & ACCREDITATIONS**

WAYNE STATE UNIVERSITY

Master of Public AdministrationConcentration: **Urban Policy***PhD in public policy in process*

SYRACUSE UNIVERSITY

Master of Science**Communications Management**

WALSH COLLEGE

Master of Business AdministrationConcentration: **Management**

CENTRAL MICHIGAN UNIVERSITY

Bachelor of Applied Arts**Integrative Public Relations****Accredited in Public Relations (APR)**

Public Relations Society of America

Cornell University Financial**Management, March 2018****VOLUNTEER WORK****CTE CHRISTOPHER KROTCHÉ – ARMADA TOWNSHIP SUPERVISOR****2024 - CURRENT***Campaign Manager*

- Oversees strategic direction of campaign, messaging, collateral design, digital property design, management
- Collaborates on community engagement opportunities

PROFESSIONAL ASSOCIATIONS & AWARDS

Director, Michigan Municipal League (MML) Foundation Board

Public Relations Society of America (PRSA); Public Relations Society of America Detroit Chapter

Sigma Kappa Social Sorority

2018 PRSA Silver Anvil Award of Excellence for Crisis Management, "Storm of the Century," DTE Energy

2018 Ragan PR Daily Awards for Crisis Management National Finalist, "Storm of the Century," DTE Energy

2017 IABC Detroit President's Award for Crisis Management, "Storm of the Century," DTE Energy

2017 IABC Detroit Award of Excellence for Crisis Management, "Storm of the Century," DTE Energy

2017 PRSA Diamond Award for Crisis Management, "Storm of the Century," DTE Energy

2013 IABC Detroit Media Relations Award of Excellence, BCBSM Affordable Care Act (ACA) campaign

2011 Walsh College Distinguished Graduate of the Last Decade