



## PROFESSIONAL SUMMARY

As founder and president of Westcomm, Guy's proven strategic thinking and planning ability have shaped the communication initiatives of small business start-ups and established multi-national corporate entities. A big-picture person, Guy has helped a diverse list of organizations create communication plans unique to their needs and situation.

Guy realizes that intelligent, reliable communication is crucial to the success of organizations.

## PROFESSIONAL EXPERIENCE

Founder & President, Westcomm, Inc  
2001 – Present

As an established marketing, public relations and video production firm, Westcomm provides a well-rounded, comprehensive approach to business communications, including employee communications, content marketing, social media, video and public/media relations, for large and small government, corporate, postsecondary education and non-profit clients.

- Research, evaluate and develop strategic communication plans that achieve measurable results.
- Implement strategies through multimedia that drives customer perceptions and improves engagement, including engaging open enrollment materials, targeted social media campaigns, impactful videos and PR initiatives that garner media attention.
- Conduct useful measurements to determine value of plans and projects.

## Westcomm Clients

Clients include: Community Health Network, BorgWarner, USIC, Cushman & Wakefield, Anthem, KAR Auction Services, Delta Faucet, INPERS, Veolia, Cook Pharmica, EnerDel/EnerI, Citizens Energy Group, Indiana Farm Bureau, Goodwill Industries, Purdue University, Notre Dame, IUPUI and UIndy.

## Portfolio of Work

**Community Health Network (CHN):** CHN is a non-profit health system with over 200 sites of care and affiliates throughout central Indiana. Westcomm designs the strategy and guides the implementation of a complex and personalized communications plan to increase employee understanding and engagement in health and wellness programs, including a variety of medical and ancillary insurance programs.

**USIC:** USIC is a leader in utility location services with locations and employees throughout the U.S. Westcomm provides ongoing marketing support, including production of training, safety and recruitment videos, social media management and content development.

**EnerDel:** EnerDel is a leading supplier of advanced lithium-ion batteries. Westcomm managed major media events including Vice President Joe Biden's visit, serving as the point person for both White House Communications and Secret Service, as well as international trade shows and symposiums in China, Norway, Germany and France. These events garnered media coverage from major media outlets including Forbes, Fortune, The Wall Street Journal, The New York Times, Automotive News and NHK TV.

**Purdue University:** When Purdue University acquired Kaplan University, Westcomm consulted with both organizations to develop and implement a communications strategy for employees to ensure a smooth transition to the newly formed Purdue University Global. Multiple communication channels were used before and during the changeover to reassure and educate employees about new hire procedures, changes to benefits and benefits enrollment.

**Cushman & Wakefield (C&W):** C&W is among the largest global real estate services firms with 48,000 employees in approximately 400 offices and 70 countries. Westcomm works with their experts throughout the central U.S. to increase their visibility through a strategic PR plan that includes a focus on local, regional and national business and trade media, as well as coordination and promotion of an annual market trends event that drew more than 1,000 industry experts and media each year.

## PROFESSIONAL SKILLS

Operational Leadership  
Strategic Planning  
Budget Management  
Program Development  
Project Management  
Team Building  
Strategic Communications  
Relationship Building  
Public Speaking/Presentations

**Goodwill Industries:** One of the largest non-profit organizations in Indiana, Westcomm annually produces a series of recognition videos – telling their client stories in meaningful ways – for event and website use.

## PREVIOUS EMPLOYMENT

Manager of Internal Communications, Interior/Exterior Division, Visteon, Inc.  
January 2000 – April 2001

Served on division's operating committee with responsibility for creating and managing the internal communications strategy for a \$5.5 billion business unit with 25,000 employees in 10 countries. Managed leadership and organizational change communications and tactics, including Visteon's split from Ford Motor Co.

Communications Coordinator, Indianapolis Plant, Visteon, Inc.  
February 1996 – December 1999

Managed communications function for steering systems plant with 250 salaried and 2,550 UAW hourly employees. Worked with company and union leadership on strategic communications plans for internal communications. Transitioned and built Visteon brand image with customers, community and employees.

## COMMUNITY INVOLVEMENT

### International Association of Business Communicators (IABC), 1989

Served as the chapter finance director, IABC District 7 finance director and IABC Heritage Region Conference co-chair.

Worked two terms as IABC Heritage Region Finance chair, overseeing the IABC Heritage region which has the largest number of members of any region, serving 17 states and Washington D.C.

## EDUCATION

Bachelor of Science, Telecommunication Arts, Butler University  
Magna Cum Laude and Highest Honors in Telecommunication Arts