

Catherine Driscoll

Lake Bluff, Illinois
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Communications Strategist and Change Leader

PROFILE

Experienced communications strategist and change management expert with a proven track record of driving organizational success through strategic storytelling, stakeholder engagement, and innovative communication plans. Skilled in leading cross-functional teams, developing integrated communication strategies, and empowering leaders to navigate complex transformations. Passionate about leveraging communication as a catalyst for business growth and social impact. Adept at managing diverse client portfolios and achieving significant results in both corporate and nonprofit sectors.

CORE COMPETENCIES

Strategic Leadership	Change Management	Stakeholder Engagement
Leadership Enablement	Communication Planning	Digital Innovation
Transformation Management	Team Leadership	Internal Communications Strategy
Business Growth	Nonprofit Management	Client Relationship Management

PROFESSIONAL EXPERIENCE

Gagen MacDonald

Director of Client Delivery

Aug 2020 – Apr 2024

Acquired by Apco Worldwide Jan 2024

- Led teams to address complex change and communications issues, increasing stakeholder engagement for global corporations through strategic storytelling, leadership enablement, and innovative engagement plans.
- Comprehensively provided strategic counsel, change management, and communications for a \$45 billion global biopharmaceuticals company following an acquisition.
- Worked in close partnership with senior leadership, Corporate Affairs, and Strategy & Operations to develop integrated communication plans for a successful product launch that exceeded sales expectations by 40%.
- Successfully facilitated change management and communications for the company's SAP/ IT integration following the acquisition and supported the legal entity rationalization in 13 countries.
- Enhanced employee and leader communications, training, tools, and resources to manage through reductions in force.
- Joined with senior leaders representing People & Culture, Corporate Communications, Marketing, and other areas of a \$10B U.S. healthcare company to prepare for a significant transformation in business operations.
- Crafted a case for change messaging for internal and external audiences, integrated communications plans, and leadership enablement workshops, resources to educate and inspire stakeholders to embrace change.
- Led communications study for a \$20B U.S. company, devising innovative solutions to engage digitally disconnected field employees ahead of a major transformation.
- Developed and managed Transformation Office communications, and created leadership communications workshops for Initiative Owners.
- Established communications plan and framework for a Fortune 100 energy company to overcome barriers to acceptance of the company's net zero strategy in advance of plant closures and a pivot to new energy sources.

RED Communications LLC

Entrepreneur

Aug 2012 – Aug 2020

- Led and managed a small firm of writers, web developers, graphic designers, photographers, and videographers.
- Provided internal and external communications, brand marketing, and strategic counsel to fuel engagement and business growth for corporations, mid-level businesses, and nonprofit organizations.
 - **Corporate Clients:** Cancer Treatment Centers of America, Career Education Corporation, ITT/Wolverine, Walgreens Boots Alliance, Tremco, Zurich-Kemper Insurance, Deloitte Global, Force Diagnostics, etc.

- **Education and Nonprofit Clients:** Lake Forest Graduate School, Rosalind Franklin University, Lake Forest Symphony, Reading Power, Calm Classroom, Beacon Place, Beef4Hunger, and several others.

Bernie's Book Bank

Managing Director

Aug 2011 – Aug 2012

- Led business strategy, public affairs, media, marketing, community engagement, and development for a young nonprofit that has grown to distribute more than \$25 million books to at-risk children in Chicago.
- Achieved a 300% growth in KPIs in one year (books collected, books distributed, funds raised).

Catherine Driscoll

Consultant

Apr 2000 – Aug 2011

Business Communication

- Expertly managed messaging, execution, and publication of internal communications and change management strategies for corporate clients.
- Clients included Aon, Hewitt, Abbott, Brunswick, Dade Behring, Walgreens, and Oce USA.

EDUCATION

BA, English, Honors; DePaul University, Lake Forest, Ill.

VOLUNTEER

Chairperson, Board of Trustees, Union Church of Lake Bluff

Jan 2023 - Present

Business Development Coach, Business Incubator, Lake Forest High School

Sept 2013 – Jan 2020

Membership Chairperson, Board of Elders, Union Church of Lake Bluff

Jan 2019 – Jan 2021

Marketing Chairperson, Board of Trustees, Union Church of Lake Bluff

Jan 2013 – Jan 2014

Board of Directors, Bernie's Book Bank

Jan 2011 – Aug 2011

Board of Directors, CROYA (Committee Representing Our Young Adults)

May 2009 – 2011

Volunteer, Fundraising Co-Chair, Mothers Trust Foundation

2006 - 2010