

# Christopher Licata

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## Work Experience

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### **PwC (PricewaterhouseCoopers) – New York, NY**

**June 2018 - Present**

*Reputation Risk Public Relations Director*

- First to hold position dedicated to working to protect PwC's brand from a crisis and issues management perspective
- Created a quarterly Reputation Risk Assessment document designed to provide United States Leadership team with accurate picture of current, future and potential threats
- Worked alongside Office of the General Counsel to develop communications materials to supplement litigation strategy on high-profile court cases
- Worked with United States Leadership team to manage firms actions in aftermath of the shooting death of one of our colleagues by a Dallas police officer
- Revamped company media training program and led firmwide media training of over 200 subject matter experts

### **Sunshine Sachs - New York, NY**

**December 2012 – June 2018**

*Senior Account Director, Crisis Communications/Media & Public Speaking Training (May 2016-June 2018)*

- Built and presently oversees company media and public speaking training practices as well as lead writer of "Crisis Communications Manuals," while increasing the number of, and revenue from, reputation management projects at Sunshine Sachs each quarter over the past two years
- Leader on the crisis communications team that assists clients domestically and internationally in labor, sports, non-profit, celebrity and financial service industries while working directly with the President and CEO of Sunshine Sachs
- Managing two members of the crisis team directly, while overseeing a number of different teams of 1-3 individuals doing client work in the sports, tech, legal and healthcare industries
- Represented a Fortune 500 financial planning firm during a major shift in business strategy, providing messaging consultation and media strategy in anticipation of leaks and eventual public announcement
- Provided media training work for media/tech companies such as BuzzFeed and The Intercept, while completing crisis communications plans and manuals for smaller tech startups throughout the country and abroad in France and the United Kingdom

*Account Director, Crisis Communications/Media & Public Speaking Training (July 2014-May 2016)*

- Helped lead the crisis communications team that assist clients in labor, sports, non-profit, celebrity and financial service industries while working directly with the President of Sunshine Sachs
- Served as press agent for Rubicon Global in assisting with placing stories surrounding series A and B fundraising announcements as well as CTO and other executive personnel hires
- Served as company's primary media trainer, designing and implementing programs to assist existing clients and generate new business for the agency. Also designed and implemented the company's first "Public Speaking and Communications" training programs for new and existing clients
- Lead writer of Sunshine Sachs "Crisis Communications Manuals" which assist clients in identifying vulnerabilities, writing plans to address potential crises and give general guidance on how to navigate a crisis
- Advises and works directly with national and international non-profits and corporations on transitions of executive power and boards of directors

*Account Manager, Crisis Communications/Media & Public Speaking Training (December 2012-July 2014)*

- Helped lead the crisis communications team that assist clients in labor, sports, non-profit, celebrity and financial service industries while working directly with the President of Sunshine Sachs
- Resurrected company's media training practice to serve as primary media trainer while designing and implementing company's first "Public Speaking and Communications" training programs for new and existing clients
- Served as the primary communications spokesperson for ATU Local 1181 during the 2013 NYC School Bus Drivers' strike
- Advised and works directly with major, national advocacy group to help ease the transition from one President/CEO to another

### **New York University - New York, NY**

**January 2017 – Present**

*Adjunct Faculty, Crisis Communications, SCPS, MS Public Relations & Corporate Communication*

- Adjunct faculty member teaching course on crisis communications for NYU's School of Continuing and Professional

Studies, Public Relations and Corporate Communications, Masters of Science Program

- Created entire curriculum for 14-week class on crisis communication, including lectures, assigned reading and unique exam structure for class of 10 students
- Adopted first-ever, 'crisis fire drill' program where students are required to arrive at class on time and spend the first 15-20 minutes responding to a hypothetical crisis situation using skills learned throughout previous lectures
- Works with half a dozen ESL students before, during and after class to ensure full comprehension of the subject matter

**Larson for Congress - East Hartford, CT**

**July 2012 – December 2012**

*Campaign Manager*

- Managed staff of six and monthly operating budget of just under \$400,000
- Drafted and implemented campaign plan with the objective of sending Congressman John B. Larson (CT-01) back to Washington for an eighth term with a decisive win
- Served as spokesperson and press contact for the Congressman and campaign with both Connecticut and national press corps
- Final results included a victory for the Congressman with 70% of the vote in a four-way race and winning 26 out of the 27 towns that make up the First Congressional District

**Office of Congressman John B. Larson (CT-01) - Hartford, CT**

**March 2011 – December 2012**

*Communications Director*

- Developed and implemented both traditional and new media plan for United States Congressman John B. Larson (CT-01)
- Served as spokesperson and press contact for Congressman with all Connecticut media and, at times, served in same capacity with Capitol Hill press corps
- Worked as Press Staff for 2012 Democratic Caucus issues conference in Cambridge, MD
- Charged with organizing and creating press events with local labor unions, public officials and non-profits throughout the first Congressional District

**Democratic National Committee - New York, NY**

**August 2010 - March 2011**

*New Media Director, OFA-NY*

- Managed social networking sites for Organizing For America's New York team, including Twitter, Facebook and Flickr
- Lead blogger for state page, NY.BarackObama.com
- Charged with helping staff and volunteers use social networking site at My.BarackObama.com as well as troubleshooting problems with site
- Wrote and implemented a new media 2010 midterm election plan for New York
- Member of press staff for President Obama's visit to Bridgeport, CT in the closing days of the November 2010 midterm elections. Duties included pitching local stories in lead up to the rally and distributing credentials the day of the event

**Adriano Espaillat for State Senate- New York, NY**

**June 2010 – Aug. 2010**

*Communications Director*

- Developed and implemented communications plan for Adriano Espaillat, Democratic candidate for State Senate in District 31
- Served as spokesperson, while handling daily media requests
- Wrote campaign press releases, guest columns and answered all endorsement questionnaires from labor and activist groups

**Butler Associates Public Relations LLC. - New York, NY**

**Dec. 2009 – March 2011**

*Social Media Director*

- Developed and implemented Social Media communications plans for Butler Associates as well as clients including New York City Firefighters Union and ProtectSeniors.org
- Handled video, event staffing and on-site media relations components of "Save Our Firehouses" campaign for NYC Firefighters Union in April-June 2010
- Managed social networking sites such as Facebook, Twitter and YouTube for Butler Associates and clients
- Shot and edited online videos for clients
- Built and continued to update website AmericanRetiree.com
- Wrote press releases, op-eds and handled pitching for clients that included Stamford (CT) Professional Firefighters Union, Stamford (CT) Police Association, NY AREA and Case Closure LLC

**New Yorkers for Bill Thompson – New York, NY**

**June 2009 – Nov. 2009**

*New Media Coordinator*

- Developed and implemented New Media communications plan for Democratic Mayoral Candidate Bill Thompson
- Created content for, and managed, Thompson2009.com

- Lead blogger for Thompson2009.com, holding Election Day liveblogs that included video, photos and commentary
- Maintained all social media pages such as Facebook, Twitter, Flickr and YouTube. Live-Tweeted all debates
- Shot and edited nearly all campaign viral videos and pitched finished product to local activist blogs

**Team Healy 2009, Healy for Jersey City Mayor - Jersey City, NJ**

**March 2009 – May 2009**

*Press Assistant/Speechwriter*

- Wrote press releases and speeches for Ward C candidate Nidia R. Lopez and Mayor Jerry Healy
- Built relationship with local television, print and radio media to coordinate interviews for Nidia R. Lopez
- Drafted debate talking points for Nidia R. Lopez and acted as coach in preparation for event
- Composed endorsement letters on behalf of local elected officials and community leaders for members of Team Healy
- Worked with “Democrats 2000” and other young professionals to organize fundraiser for Mayor Healy

**Office of Congressman Steven R. Rothman (NJ-9) - Hackensack, NJ**

**Jan. 2009 – March 2009**

*Temporary Staff Assistant*

- Responsible for daily media monitoring, including collection and distribution of clips
- Recorded constituent concerns and problems for case workers, such as Medicaid, Medicare and Social Security disputes
- Helped resolve constituent concerns with federal and state agencies, including the Social Security Administration
- Composed letters and memos as needed to honor Eagle Scout recipients and other distinguished citizens
- Interacted with offices of local, state and federally elected officials to drive deliverables on a daily basis

**Obama For America – Las Vegas, NV/Oakland County, MI**

**June 2008 – Dec. 2008**

*Field Organizer*

- Responsible for all campaign field operations in the cities of Royal Oak and Huntington Woods, MI, for the Obama Campaign for Change
- Upon transfer to Las Vegas, NV, successfully managed field operations of Assembly District Eight
- Built organizational structure from virtually non-existent resources and walked a higher percentage of neighborhoods on Election Day than any other district in the region
- Duties included registering of voters, recruitment of volunteers and organization of campaign presence at local events

**Connecticut General Assembly House Democrats – Hartford, CT**

**Feb. 2007 – June 2008**

*Press Secretary*

- Coordinated media relationships for 16 different Democratic representatives in the Connecticut General Assembly
- Supported promotion of healthcare “pooling” initiative in an effort to open up the state-level healthcare plan to municipal employees
- Day-to-day responsibilities included collection and distribution of press clips for caucus
- Developed press releases, guest columns, letters-to-the-editor and speeches for lawmakers

## Education

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**New York University, Class of 2011**

- Masters of Science in Public Relations and Corporate Communications (GPA 3.76)

**University of Connecticut, Class of 2006**

- Bachelor of Arts in Journalism and History (GPA 3.14)
- Deans List Spring/Fall 2003, 2003 All-New England Scholar
- Daily Campus (2002-2006): Worked full time to defray college expenses. Sports Editor 2005-06

## Skills/Interests

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Member of New York Road Runners Club  
 Ran 2013 and 2015 New York City Marathons  
 MS Word, Outlook, Excel, PowerPoint, Adobe InDesign and Photoshop  
 Expression Engine CMS Version 1.6.3  
 Vegas Movie Studio Platinum 7.0 and Final Cut Pro  
 Leading blog programs such as Blogger.com and Wordpress

