

DENNIS J. MOYNIHAN

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Communications Leader

PROFILE

- Communications executive with diverse experience leading teams and managing all aspects of internal and external communications, including corporate communication, public relations, social media, online reputation, employee communication, crisis communication, community relations and government affairs.
 - **Cornell University:** Facilitator of online professional certificate programs in leadership and communication to individuals and organizations worldwide.
 - **Quest Diagnostics:** Responsible for external and internal engagement, building and protecting the reputation of the world's leading provider of diagnostic information services.
 - **Hess Corporation:** Member of leadership team operating the largest company-operated convenience retailer on the East Coast. Developed and executed communication plans for five divestitures.
 - **U.S. Navy Office of Information:** As a U.S. Navy rear admiral based at the Pentagon, served as the senior communications leader for a \$170-billion, 500,000-person global organization.
 - **NATO Allied Command Transformation:** Executive in charge of multi-national public affairs team responsible for all communications for the Norfolk-based command.
 - **Office of the Chief of Naval Operations:** Solely accountable for communication plans and message development for the highest-ranking military leader in the Navy.
 - **Office of the Chief of Naval Personnel:** Developed and executed new and innovative strategies to communicate evolving personnel policies impacting the careers of 500,000 employees.
- An agile learner who has operated in the academic, military, retail, and healthcare sectors, delivering significant business results by effectively collaborating and leading the development and execution of innovative communications strategies.
- Results-oriented leader with a proven track record of providing strategic counsel, earning CEO trust and confidence, nurturing key relationships, and developing alignment within large organizations.

AREAS OF EXPERTISE

- **Global communication strategy** – Drove theme development, communications initiatives and outreach activities to ensure synchronization between words and actions in corporate and military settings.
 - Developed social media and online reputation strategies for Quest Diagnostics, significantly expanding engagement with consumers and potential employees.
 - Crafted CEO engagement strategies for five World Economic Forum events in Davos, coordinating with event organizers and media producers to drive business and media opportunities.
 - Managed Navy communication efforts in support of the effort to repeal the "Don't Ask, Don't Tell" policy, including communication training to 700 military and civilian communicators on changes associated with the repeal.

- **Crisis/issues management** – Managed numerous high-profile crises and other issues in military and business environments.
 - Integrated public response to cybersecurity incidents and employee misconduct issues, as well as handling international reputation management issues involving a series of patent lawsuits.
 - Led comprehensive, global communication strategies in response to several natural disasters, such as the earthquakes and tsunami that struck Japan in 2011.
 - Developed and executed internal and external communication associated with the terrorist attacks on 9/11 and other emergent threats, working closely with colleagues at the Pentagon and other government leaders.

- **Strategic counsel to leaders** – Provided communication counsel to corporate and military leaders at the highest levels, including:
 - Chief Executive Officers of Quest Diagnostics and Hess Retail, including a CEO transition.
 - The Secretary of the Navy – the senior civilian leader of the Department of the Navy.
 - The Chief of Naval Operations and two four-star generals leading a NATO command.

- **Mentoring corporate executives and transitioning veterans** – Mentor to corporate leaders, students in Cornell's online certificate programs, and transition veterans through the U.S. Chamber of Commerce Hiring Our Heroes program.
 - Executive sponsor of Quest's Young Professional and Veterans Employee Business Networks.
 - Advise transitioning veterans on developing a communication strategy to support their move from military service to the private sector.
 - Facilitator of online leadership, character, and communications programs, including facilitating "The Psychology of Getting Things Done" course for 150 employees from a large corporation.

- **Financial communication** – Partnered with CEO, CFO and Investor Relations to communicate with investors through:
 - Development of quarterly earnings press releases, earnings scripts, and internal communication products, including videos.
 - Produced five Investor Day presentations, including theme development, venue selection, event branding and working with senior leaders to tell their stories effectively.
 - Plan and execute CEO engagement at the annual JP Morgan Healthcare conference, including presentation development, creating national media engagements, and developing CEO agenda.

- **Media relations** – Served as a primary spokesperson in military and private sectors.
 - Coordinated more than thirty media engagements with tier-1 media for Quest Diagnostics CEO, highlighting the company's role in fighting the COVID-19 pandemic.
 - Served as media point of contact for five business divestitures and daily operations for the largest convenience retailer on the East Coast.
 - Led media news desk operations for the entire Department of the Navy, responding to numerous daily global media inquiries, including several tier-1 international news outlets each day.

- **Social media and online reputation** – Led Navy's entry into – and optimization of – social media globally.
 - Created and executed an enterprise social media strategy at Quest, expanding reach into online reputation channels Glassdoor, Yelp, and Google. Established company blog channel.
 - Developed a Navy social media handbook for all operating entities to maximize social media opportunities to reach internal and external audiences while mitigating risk.
 - Spearheaded Quest's efforts to analyze corporate reputation, including quarterly reports to the board of directors on how the company is perceived externally.

- **Employee Engagement** – Partnered with Human Resources to attract, retain and engage 50,000 Quest employees.
 - Lead core team member responsible for developing seven annual meetings of Quest leaders.
 - Partnered with talent acquisition to significantly enhance the company's presence on Glassdoor, resulting in an overall increase in engagement metrics.
 - Planned and executed annual CEO visits to employees nationwide, developing strategic messaging with the CEO and working with onsite leaders to execute visits.

- **National public outreach** – Increased public awareness of the Navy through the development and execution of several new and innovative initiatives.
 - Launched a \$7.7-million program to enhance the public's understanding of the Navy. Metrics developed with Gallup to measure public opinion showed increased message penetration.
 - Led integration and communications of the first-ever college basketball game on an aircraft carrier in 2011. Over 3.86 million people viewed the event, which President Obama attended.
 - Integrated activities of all Navy Band, Blue Angels, and SEAL demonstration teams – ensuring public outreach efforts are harmonized and purposefully focused in particular areas of the country.

- **Training and leading communicators** – Revamped training and education curricula to prepare the Navy's communication specialists to produce more compelling, multi-platform content.
 - Assigned 250 public relations experts to various operating organizations worldwide, matching individual skill sets with the unique requirements of each operating organization.
 - Managed and led 2,500 Navy civilian, reserve, and active duty communicators.
 - Established a Master's degree program to develop a first-ever cadre of regional communication experts.

- **Entertainment industry liaison** – Partnered with the entertainment industry to deliver the Navy story to a broader global audience, communicating the brand's key attributes and quality of the Navy and its people.
 - Ensured that the Navy was positively positioned in television programs such as *NCIS* – a weekly CBS program that was voted America's Favorite Television Show in 2011, according to Harris Interactive.
 - Coordinated and liaised with movie executives in support of major motion pictures focusing on the Navy, including *Battleship*, *Captain's Duty*, and *Lone Survivor*.
 - Reviewed and provided input on the portrayal of the Navy in numerous documentaries and programs to ensure technical accuracy and alignment with organizational values.

PROFESSIONAL EXPERIENCE

Course Facilitator and Mentor

Cornell University

2024 – Present

- Delivers online professional certificate programs to individuals and organizations worldwide, specializing in leadership, character and communication. Mentors transitioning veterans on communication strategy through the U.S. Chamber of Commerce *Hiring Our Heroes* program.

Executive Director of Leadership and Engagement, Quest Diagnostics

Secaucus, NJ

2014 – 2024

- Drove engagement with employees and external stakeholders. Provided communications counsel and support to position company leaders effectively. Spokesperson responsible for engaging top-tier national and trade media on operational, legal and crisis issues. Built a social media capability responsible for 20% year-over-year growth in followers of Quest's social media properties.

Director of Communication, Hess Retail Corp.*Woodbridge, NJ*

2013 – 2014

- Lead communicator for the downstream businesses. Responsible for planning and executing all external and internal communication activities. Managed five corporate divestitures and developed a plan to prepare Hess Retail Corp. to become a publicly traded company, including culture development, website and investor relations integration, and developing communication organization capability.

Chief of Naval Information*The Pentagon, Washington, D.C.*

2009 – 2012

- Principal spokesperson for the Department of the Navy. Managed and led the public affairs community of more than 2,500 active and reserve officer, enlisted, and civilian communication professionals. Led Navy external communication efforts during earthquake disaster relief support in Japan and Haiti, and the Navy's involvement in activities to protect civilians during the 2011 war in Libya.

Chief Public Affairs Officer*Supreme Allied Command Transformation, Norfolk, VA*

2006 – 2009

- Leader of a multi-national communications and public affairs team at NATO's North American headquarters, responsible for training the multi-national team of NATO public affairs officers and developing a strategic communication framework for all member nations. Drove extensive international communication collaboration and engagement throughout NATO nations and in Brussels, Belgium.

Special Assistant to the Chief of Naval Operations*Washington, D.C.*

2003 – 2005

- Senior communications advisor responsible for creating engagements with national and international media for the senior officer in the U.S. Navy. Solely accountable for personal communication plans and message development, leveraging multi-platform vehicles to reach a global workforce and families.

Prior Leadership Communication Experience*Various global assignments*

1986 – 2002

- Served in various public affairs/communications leadership roles and operational leadership roles from 1986 through 2000. During the 9/11 tragedy, responsible for synchronizing all communication between affected Navy family members and external media. Led communications teams for aircraft carrier groups deployed worldwide and regional public affairs outreach in the United States. Served in the Persian Gulf for three six-month deployments.

EDUCATION**U.S NAVAL ACADEMY***B.S. Economics***UNIVERSITY OF OKLAHOMA***M.A. Communication***NATIONAL WAR COLLEGE***M.A. National Security Strategy*