

# BLAISE PATRICK TRACY

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## EVERYTHING SPEAKS

Imagine a place where customers, employees and the community cherish an organization like it was their own.

The implementation of a compelling communications strategy can help amplify

trust, dedication, understanding, satisfaction, and enthusiasm for a company of any size.

A higher *employee* satisfaction level is a leading indicator of higher productivity, increased profits, reduced turnover, and loyalty.

A higher *customer* satisfaction level is a leading indicator of consumer purchase intentions and loyalty.

This is the type of organization that I help to create.

## Business professional with extensive experience in communications, marketing, service excellence and fun! Areas of depth:

- Corporate & Employee Communications
- Strategy & Planning
- Team Performance
- Creative Direction
- Public Relations & Event Promotions
- Crisis Communications
- Content Curation & Blogs
- Writing & Editing
- Social Media & Marketing
- Digital & Print Publications
- Community Engagement
- Cultural Development

## KEY ACHIEVEMENTS

### Children's Hospital Colorado

- In 15 months, increased satisfaction levels from bottom fifth percentile to top twelfth percentile of all Children's Hospitals in the country.
- Elevated executive team's exposure via monthly "huddles" and quarterly events connecting them directly to 700 managers across the organization.

### DaVita Healthcare

- #1 ranked support department – six consecutive quarters (out of 80 departments.) Top 5% rank for seven consecutive years.
- Creator and Editor-in-Chief of internationally recognized, award-winning, print and digital publication – distribution exceeds 50,000.
- Founded an annual fundraiser within DaVita that now generates annual revenues of \$50,000+ for the Kidney Trust and Bridge of Life.
- Launched multimedia platform which delivers immediate and flexible digital content, video and online publications.

### DirecTV

- Launched a brand-new programming package for the NFL – exceeded forecasted goals by over 200%.
- Generated over \$38 million in revenue per year with an NBA and NHL budget of \$3 million.
- Generated over \$45 million in revenue per year with a Business-to-Business / Commercial budget of \$3 million.

## PROFESSIONAL EXPERIENCE

**Hitachi Vantara (2018)** *We use data to help business leaders innovate intelligently. We combine technology, intellectual property, and industry knowledge to deliver data-managing solutions that help enterprises improve their customers' experiences, develop new revenue streams, and lower the costs of business.*

### Culture Team Lead, Global Internal Communications (Independent Contractor (2018)

- Led the cultural strategy, development, and implementation of programs to increase engagement and satisfaction levels to 9,000+ employees.
- Created a storytelling engine, resulting in weekly video-sharing, long-form stories, recognitions and milestones to increase employee loyalty.

**Children's Hospital Colorado (2015 – 2018)** *Founded in 1908, CHCO is a leading pediatric network entirely devoted to the health and well-being of children. Acknowledged as one of the nation's outstanding pediatric hospitals and internationally recognized by its medical, research, education and advocacy programs.*

### Director, Corporate Communications, Strategy & External Affairs (2015 – 2018)

- Directed corporate communications and public relations to 7,000+ employees and 2,500+ physicians in 16 hospital locations.
- Planned and delivered strategic programs to increase satisfaction, improve engagement, reduce turnover and shape a thriving culture.

**DaVita Healthcare (2006 – 2015)** *Fortune 500® company. A leading provider of kidney care in the U.S. Delivers dialysis services to patients with chronic kidney failure and end stage renal disease and operates or provides administrative services to 2,200 outpatient dialysis centers in the U.S. serving 175,000 patients.*

### Director, Wisdom & Corporate Communications (2011 – 2015)

- Directed strategy, communications, PR, and engagement to over 60,000+ employees at 12 business offices and over 2,200 clinics nationwide.
- Torchbearer for learning, culture, mission and values for an organization to help drive organizational growth, sustainability, and fulfillment.
- Engagement strategy increased readership/viewership in every category of our business manuscripts, videos, print, and digital platforms.

### Manager, Village (Corporate) Communications (2006-2011)

- Managed *annual* employee strategy and production of 51 newsletters (1,300 articles), 360 executive messages and 130 intranet banners.
- Recipient of the 2008 DaVita Core Value Award of **Fulfillment**.

## CREATIVE AWARDS

### Multiple wins and recognition for print, digital and video, both in writing and design, from the following organizations:

- Gold Quill Awards (IABC)
- Silver Quill Awards (IABC)
- Videographer Awards of Excellence & Distinction
- Writer's Digest
- Ragan Health PR & Marketing Awards
- Stevie Video Awards
- Ava Video Awards
- Hermes Creative Awards
- MarCom Awards

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**DirecTV (1995 – 2006)** *The world's leading provider of digital television entertainment services. Worldwide, the organization provides digital television service, superior technologies and industry-leading customer service to nearly 20 million customers in the United States and over 11 million customers in Latin America.*

## **Senior Manager, Marketing & Communications (1999 – 2006)**

- Directed the Marketing & Communications for over \$770 million in annual revenue from the NFL, NHL, NBA, MLB, Mega March Madness and Starz movie programming business. Controlled annual budgets of over \$10 million.
- Led the largest national new customer acquisition offer for DirecTV. The 2004 NFL campaign added over 600,000 gross new customers and over \$1.4 million in revenue. Revenue goals were exceeded by 15%.

## **Manager, Residential Initiatives & Customer Service (1997 – 1999)**

- Managing Team Leader of Initiative Process Development with team of six employees; responsible for strategy, communications, quality control and distribution of campaign strategy supporting, at the time, DirecTV's 10 million customers.

## **Supervisor, Sales Operations (1996 – 1997)**

- Supervised a team of 10-16 employees while providing leadership in the integrity of reporting for all projects, including concurrent employee programs for General Motors, Hughes and DirecTV. Saved DirecTV \$1.8 million by correcting programming reports and mismatched data.

## **Senior Analyst, Sales & Marketing (1995 – 1996)**

- Co-creator and presenter of the "1996 NFL Halftime Report" which studied the pros and cons of DirecTV and its relationship with the NFL.
  - The report depicted the lack of cross-functional departmental and employee communications and the need for campaign logistics.
  - Results: standardized communications process across all departments and creation of a new department with a focus on campaigns.

## COMMUNITY and VOLUNTEER

***Connected and engaged with a vast network of heart-led business leaders – 1,200+ contacts; hundreds of industries***

### COLORADO

- Speaker / Presenter, *How Communications and Culture Can Produce Wildly Successful Business Results* (2017 – present)
- Communications Chair, *Hide in Plain Sight: breaking the cycle of homelessness through education* (2017 – present)
- Strategy and Communications, Stewardship and Outreach Ministries. St. Mark Catholic Church (2017 – present)
  - Co-Chairman 2015 Southern Regional Conference and Board Member, IABC Colorado (2014 – 2015)
    - International Association of Business Communicators (IABC), member (2006 – present)

### CALIFORNIA

- Civic Award, City of Redondo Beach for volunteer work in the community (2012)
  - Chairman, Redondo Beach Harbor Commission (2009 – 2012)
  - Leaders Round Table of Redondo Beach, member (2009 – 2012)
  - President, Redondo Beach Educational Foundation (2008 – 2010)
- Vice Chairman, Redondo Beach Public Works Commission (2007 – 2009)

## EDUCATION

Bachelor of Arts, Communications and Advertising • California State University, Fullerton  
Fire Academy, graduate – Inglewood, CA

## ADDITIONAL STUDIES

Heart-Led Leadership • Achieving Results Through Others • Leadership Challenge Workshop  
Developing Executive Leadership • Situational Leadership • How to Build a Better Team • 7 Habits  
MBA Program Workshop • Tough Conversations • Foundations of Leadership & Strategy • Emotional Intelligence  
Presentation Skills • Relationship Trust • Managing Effectively • Copy & Layout • Media Buying • Leadership & Teamwork