

## **Eileen Korey**

### ***Communications Counsel***

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### **Profile**

Twenty years of experience as a trusted advisor to CEO's and Boards of Trustees, providing counsel that enhances organizational image, reputation and brand

- Successful track record working with executives and trustees to develop and implement effective strategic communications that strengthen organizations facing presidential transitions, leadership reorganization and staff restructure
- Respected and dynamic leader, described by colleagues as:
  - "A phenomenal communications professional who sees communications and marketing opportunities in every situation"
  - "Understands the big picture as evident in the way she works with the media and in developing ad campaigns"
  - "She listens and responds thoughtfully; very dependable and candid; her passion is contagious; watching her work makes us feel like we are on the winning team"\*

### **Professional Experience**

#### **The University of Akron, Akron, Ohio**

#### **Associate Vice President & Chief Communications Officer**

2011-2015

As a member of the President's leadership team, responsible for integrated communications, executive counsel, media relations, reputation management, digital, marketing and advertising support

- Developed effective communications to unify campus constituents around a new mission, vision and strategic plan, and implement a new retention strategy
- Built trusting relationships with media that resulted in significantly increased media support for university initiatives and national media attention to student success programs
- Responsible for organizational communications and reputation management during the first presidential transition in more than 15 years, resulting in what the board chair termed "a seamless transition"
- Supervised new comprehensive crisis communications plan and organizational response to Title IX, sexual assault and safety-related issues
- Managed a \$2 million communications and marketing department budget and diverse team, including oversight of outside vendors and consultants
- Developed training sessions for researchers and scientists to enhance their appeal to media, foundations and donors

*\*Comments from peer review process*

**The MetroHealth System, Cleveland, Ohio**  
**Vice President, Communications**

2004-2011

Responsible for all aspects of internal and external communications, executive counsel, crisis communications, brand development, advertising and marketing support

- Key member of the Office of the President, responsible for messaging that steered the organization through two CEO/presidential transitions, senior leadership restructure, reduction in force, development of new mission, vision and strategic plans
- Managed crisis communications response, protecting hospital's image during investigation of executive corruption charges
- Managed vendors and consultants in public relations, advertising, and media buying, including development of RFP's, evaluation and selection processes
- Responsible for development of new brand campaigns and marketing for new service lines
- Managed a \$4 million budget in rebuilding a diverse team of communications and marketing professionals
- Provided media training and presentation coaching for CEO, senior executives and board members

**University Hospitals Health System/University Hospitals of Cleveland, Ohio**  
**Director, Communications**

1994-2004

Responsible for media and public relations, advertising, brand management, and crisis communications

- Developed the hospital's first multi-media advertising campaign and integration of brand image
- Developed media relations strategy to become the dominant market provider of health news
- Managed critical messaging to help media and patients understand significant changes in the health care industry and its impact on care
- Collaborated on strategic projects with Case Western Reserve University School of Medicine to earn national media recognition for innovative medical advances

**Medical News Network. Cleveland, Ohio**  
**Founder**

1992-1994

Consulting services for health care executives, media training, staff development, strategic and crisis communications, advertising and video production

**Prior Career Experiences**

*WKYC-TV*, Cleveland, medical reporter/producer; *WEWS-TV*, Cleveland, consumer/finance reporter; *WJW-TV*, Cleveland, consumer reporter; *WCLV-Radio*, Cleveland, business reporter; *Northern Ohio Business Journal*, reporter and associate editor; *DeCrane's Business Review*, reporter and assistant editor; *WERE-News Radio*, Cleveland, news reporter and business editor.

**Awards & Recognition**

Inducted into the Journalism Hall of Fame by the Press Club of Cleveland (2010) in recognition of significant contributions to health care and business reporting in print, radio and television

Recipient of 6 EMMY Awards for broadcast reporting and 5 TELLY awards for commercial production

**Education**

Princeton University, Princeton, New Jersey  
Bachelor of Arts in English, Cum Laude