

KATHERINE BELL

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PROFILE

My experience focuses on developing energetic, enthusiastic employee and customer experience programs, whether my role is in Corporate Communications or Organizational Development. I have more than 25 years broad communications and employee engagement experience ranging from writing for broadcast to developing strategic internal communications plans that harness the power of digital platforms including podcasting, video, live town halls and internal social media.

EXPERIENCE

American Water October 2008 – January 2015; May 2016 - present

*March 2018-
Present*

Senior Director, Internal Communications, Corporate Communications

- Lead the internal digital communications strategy to engage and inform the company's 6,900 employees.
- Develop and implement an internal digital content strategy to include podcasting, videos, animation and live town hall and Q&A forums.
- Oversee and manage large-scale events and projects and provide communications and digital support to support the company's strategy.
- Write executive leadership internal news pieces, presentations, talking points for the CEO, CFO, COO and senior vice presidents.
- Assess and manage resource deployment and ensure the accountability and accomplishment of corporate communications objectives.
- Lead a virtual team of six internal communications managers.

*October 2016-
March 2018*

Director, Organizational Development, Human Resources

- Managed and supported the assessment of organizational needs and the design, implementation and evaluation of programs that facilitated superior organizational effectiveness and professional development across the enterprise.
- Conducted engagement events, 360 feedback sessions, succession planning, and served as interim lead for Learning & Development team.

Burlington

January 2015 – April 2016

Director, Corporate Communications, Human Resources

- Led team responsible for developing and implementing a wide range of creative internal marketing and communications strategies and tactics.
- Designed, developed and launched intranet, employee value proposition "Our Burlington," and companywide diversity and inclusion campaign.

American Water October 2008 – December 2015

*October 2008 -
January 2015*

Director, Internal Communications, Corporate Communications

- Provided proactive and strategic internal communications counsel at the corporate level.
- Developed and advanced an integrated and aligned internal communications strategy across the business to support 6,900+ employees.

Commerce Bank October 2002- September 2008

2004-2008

Vice President, Internal Communications, Human Resources

- Led employee services/communications team CommerceTeamWOW! supporting 15,000+ workforce.
- Developed and planned employee events (450 branch locations and 12+ offices) and employee recognition and engagement programs.

2002-2004

Manager, Corporate Communications

- Planned, developed and executed comprehensive communications plans for several projects: employee handbook, annual benefits enrollment and internal and external websites.

NBC Network June 1995- September 2002

Various producer roles, CNBC, NBC10, MSNBC

- Integral part of a team of writers publishing content on CNBC.com.
- Developed NBC10.com, reported and wrote news stories and provided graphics support.
- Wrote breaking news stories for NBC Desktop Video, content that was delivered to financial professionals.

EDUCATION

Gonzaga University, *Spokane, Washington*
Master's of Communication and Leadership

Rowan University, *Glassboro, New Jersey*
Bachelor of Arts in Communications,
Radio/TV/Film

LICENSES & CERTIFICATIONS

360 Assessment Certification
Center for Creative Leadership, June 2016

PORTFOLIO

[Capstone Project](#) – Increase the number of female coaches <https://Ladiesfirst.Foliotek.Me/>