

Gregory J. Ives
1346 Cottonwood Lane
Crystal Lake IL 60014
Residence: 815-455-4672
Cell: 847-338-4672
ivesgregory@att.net

SUMMARY

Results-driven senior communications professional with experience in delivering strategic change communications, and copy that invites audience to read on. Focused on delivering clear, concise communications that aligns employees to corporate strategic direction, builds morale and increases productivity. Skilled in leading and motivating teams to deliver exceptional communications best practices and thought leadership. A driven and motivated communications professional who thrives under pressure. Expertise includes:

- Strategic change communications
- Executive communications
- Leading communications teams
- Building collaborative relationships
- Team-focused communicator
- Clear and concise writing and editing

PROFESSIONAL EXPERIENCE

Zurich North America Commercial Insurance Company, Schaumburg, Ill. 2003-2010

A global leader in commercial property-casualty insurance products and services. Insures most of the Fortune 500 companies.

Assistant Vice President, Senior Communications Director 2008-2010

Managed internal communications for four strategic business units, including Underwriting and Claims. Delivered executive communications that helped align employees to corporate strategy, increased employee engagement, morale and executive visibility. Managed and delivered change communications, aligning decisions to corporate strategy and priorities during recent business unit reorganizations and reductions in force. Under tight deadlines and in a fast-paced environment, effectively used all communications vehicles, including social media, face-to-face and electronic media and the latest in technology to provide highest level of readership and employee alignment to business objectives.

Key accomplishments

- Planned, developed and executed communications announcing major office relocation and staff reductions in force in Claims organization, ensuring that messages clearly aligned with business objectives and strategy.
- Provided strategic communications counsel to business unit executives to meet communications needs of the organization through period of extensive change.
- Moved existing internal communications to the next level through the use of new technology, including best practice on-demand presentations, podcasting, videos and social media.
- Focused on delivering communications that articulated the role businesses played in enhancing organization's value proposition.

Interim Corporate Communications Director May 2008-August 2008

Directed staff of 42 communications professionals on interim basis, providing leadership during period of change for communications team. Coordinated all aspects of corporate and marketing communications with department management team, and played active role in global communications leadership team, while maintaining role of communications professional for Underwriting and Product Density units.

Senior Communications Manager **January 2008-May 2008**
Planned, developed and delivered internal and external communications for Commercial Markets business unit, Underwriting and Product Density units. Determined appropriate messages, tools, audiences and vehicles for strategic change initiatives, including reorganization of the Commercial Markets business unit.

Writing Director **2005-2008**
Led staff of eight senior communications professionals, focusing on delivering brevity, consistency and clarity in business communications work. Writing Team was aligned to all corporate business units, delivering internal, external and marketing communications. Also directed communications work for Underwriting Management and Technical Services business unit, ensuring that internal and external communications clearly articulated the heightened role unit played in organization.

Senior Writer **2003-2005**
Researched, wrote, edited and delivered strategic communications for Underwriting Management and Technical Services business unit during its start-up period. Communications was tailored toward the value the underwriting thought leadership team brought to the organization.

Kemper Insurance Companies, Long Grove, Ill. **1984-2003**
Major mutual property-casualty commercial and personal insurance company.

Senior Internal Communications Manager **1997-2003**
Served as webmaster for organization's budding intranet, working closely with IT team to drive electronic communications to organization. Coordinated all aspects of internal communications for team. Managed communications efforts for organization's back office operations, including IT, Finance and Facilities. Delivered organization's finance communications for quarterly results and annual report.

Communications Manager **1995-1996**
Personal Lines Underwriter **1993-1995**
Co-op Advertising Manager **1989-1993**
Marketing Publications Editor **1984-1989**

Additional employment history
Crystal Lake (Ill.) Morning Herald (now Northwest Herald) **1981-1984**
Sports editor, news editor.

EDUCATION

B.S., Journalism – News Editorial and Public Relations, University of Wisconsin -- Oshkosh

PROFESSIONAL DEVELOPMENT

Certificate in General Insurance, Insurance Institute of America.