



# CHRISTINA CLINTON

**Seasoned, ROI-focused communications leader** accomplished in enhancing and protecting reputation, integrating purpose, strategy and innovation, and successfully managing global, complex, highly-visible issues, especially during change and crises. Proven track record as executive leadership team member, partnering with the C-Suite and leading teams across businesses, functions and all communications disciplines. 25+ years in global communications, with 12 years in regulated, matrixed, and largely manage-by-influence healthcare and pharmaceutical environments. Engage and lead with a truly global, collaborative mindset, having lived and worked in the US, Middle East and Europe. Polished, persuasive communicator; Columbia-certified executive coach; expert negotiator, liaison in high-profile, sensitive situations.

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## Professional Experience

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### **Christina Clinton Coaching + Consulting, 2018-present**

**New York, NY**

Leadership Communications: Specialize in helping senior executives further enhance their executive presence, increase influence, gain buy-in from stakeholders, drive reputation and communicate effectively during the most challenging situations. Work with leaders and teams who want to lead with intention and purpose, and increase their confidence in story-telling and becoming more self-aware.

Executive and Team Coaching: Focus on leadership agility and presence, communication and change, team dynamics and influence, and mindfulness. Co-teach *The Depth Coaching Workshop*, an International Coach Federation-certified continuing education course focused on leadership and transitions.

### **Planned Sabbatical, 2017-2018**

**New York, NY**

Successfully fulfilled a personal goal of taking a one-year, mid-career sabbatical. Completed Columbia University research on the C-Suite and the Analytics of Leadership Intuition, travelled, spent time with family and practiced the art of being present.

### **Bayer**

**Whippany, NJ**

#### **VICE PRESIDENT, GLOBAL HEAD OF MEDICAL CARE COMMUNICATIONS, 2013-2017**

#### **LEAD, PEER COACHING GROUP, 2014-2015**

Led global internal and external communications for \$3 billion dollar diabetes, radiology and interventional franchise that experienced significant organizational changes, unprecedented market challenges and class product issues. As a member of the Management Team, served as strategic communications counselor and drove a 3-year campaign around strategy, purpose and reputation. Successfully led all communications for three organizational restructurings, two divestitures and significant, ongoing product issues. Successfully designed and rolled-out new communications channels that built trust and drove employee engagement during this ambiguous time. Led a 10-month coaching program for employees in a different business unit who were in transition due to a major business acquisition.

### **Novartis Pharmaceuticals**

**Basel, Switzerland**

#### **HEAD, PRIMARY CARE FRANCHISE GLOBAL COMMUNICATIONS, 2012-2013**

#### **BOARD MEMBER, NOVARTIS US POLITICAL ACTION COMMITTEE (PAC)**

Drove global internal and external communications for the \$7 billion Primary Care Franchise, which included respiratory, hypertension and metabolic products across all stages of the life cycle. Responsible for supporting franchise growth through proactive innovation communications strategy, successfully managing issues to protect and enhance reputation, and providing strategic counsel. Successfully rolled-out communications for multiple, business-critical regulatory milestones over an intense one-year period, while also successfully managing two unexpected and unprecedented issues that could have had significant reputation impact.

### **Novartis International**

**Basel, Switzerland**

#### **HEAD, GLOBAL INTERNAL COMMUNICATIONS, 2009-2012**

#### **COACH, HIGH-POTENTIAL COLLEAGUES TRANSITIONING TO STRETCH POSITIONS**

#### **MEMBER, NOVARTIS COMMUNICATIONS EXECUTIVE COMMITTEE**

#### **BOARD MEMBER, NOVARTIS US POLITICAL ACTION COMMITTEE (PAC)**

Drove executive and employee communications for Novartis CEO and Executive Committee of Novartis (ECN) globally and across all six divisions and 140 countries. Co-partnered with external communications lead to promote and protect our reputation globally through strategic communications. Ensured alignment of global communications strategy to support Novartis Group business priorities and targets.

**Novartis Vaccines and Diagnostics****Boston, MA****HEAD, GLOBAL INTERNAL AND EXECUTIVE COMMUNICATIONS****MEMBER, AMERICAS MANAGEMENT COMMITTEE, 2007-2009**

Senior-level manager recruited to fill new position immediately following a merger and acquisition. Role was two-fold: supported communications for US commercial team planning for first product launch in highly regulated environment, and shepherded two companies into one division reaching 5,000 associates across 16 functions and eight major sites in Europe, Latin America, and the United States. Key efforts included managing communications in support of several major product launches, supporting sales communications in pre-launch phases, managing ongoing issues, working with patient groups and establishing credibility for communications across the organization.

**Novartis Corporation****New York, NY****DIRECTOR, INTERNAL COMMUNICATIONS, 2006-2007**

Hired into newly created role to support the US Corporate President and CEO. Largely a manage-by-influence role, successfully completed special projects for the CEO around key industry issues and coordinated internal communications activities across Novartis' eight business units in the US. Also managed Group Internal Communications efforts in the US.

**IntelliRisk Management Corporation (now known as iQor)****New York, NY****VICE PRESIDENT, GLOBAL MARKETING, BRAND MANAGEMENT, AND COMMUNICATIONS, 2004-2006**

Recruited as one of 50 top corporate executives in this 6,000-employee financial services company, and tasked with providing strategic leadership of global communications (internal and external) during time of crisis and turnaround. Managed \$1.5 million budget and guided 12+ direct and indirect reports in massive rebranding and corporate culture change initiatives. Handled special projects for CEO.

**Ruder Finn****New York, NY****VICE PRESIDENT, CORPORATE REPUTATION/ISSUES, 2003-2004**

Senior counselor brought on board to provide strategic counsel and issues management for multi-industry corporate clients. Devised strategies, created supporting materials, and headed tactical implementation of communications and media solutions to protect brands and corporate reputation from potentially negative issues. Monitored and analyzed media coverage around key issues and strategized / implemented responses. Coordinated account activities with staff worldwide, including Europe, Asia, and North America. Served as agency's Middle East expert, leading to win of new account projected to generate 15% of total group revenues for 2004. Increased existing account revenues by 25%.

**Consultant, 1999-2003****New York, NY / Cairo, Egypt**

Strategic communications advisor to CEOs, government leaders, NGOs, religious leaders and start-ups.

**The Fulbright Commission****Cairo, Egypt****RESEARCH FELLOW, 1998-1999**

**Awarded prestigious, competitive grant** following rigorous, highly selective application process to study Egyptian classical Arabic and conduct research on privatization of tourism industry. Successfully navigated the Middle Eastern business world and completed analysis of successful marketing and business development strategies regarding tourism in Egypt and Turkey. Investigated regional economic and social development trends in the Middle East and North Africa.

**Fordham University****New York, NY****DIRECTOR OF EXTERNAL AND INTERNAL COMMUNICATIONS, 1996–1998****PUBLIC RELATIONS SPECIALIST, 1995–1996**

Promoted from PR position to develop and manage communications and marketing functions, including national publicity campaigns and crisis communications for undergraduate/graduate schools of arts and sciences, collaborating and interacting with 300 faculty members spanning 40 academic disciplines. Led cross-functional teams of writers, photographers, graphic designers, printers, and staff members in the fulfillment of production goals for 75 marketing publications annually.

**Burson-Marsteller****New York, NY****ASSOCIATE, CONSUMER & TRAVEL MARKETING, 1993–1995****STAFF PROFESSIONAL, MEDIA PRACTICE, 1991–1993****COORDINATOR, INTERNATIONAL LIAISON DIVISION, 1991****INTERN, OFFICE OF THE CHAIRMAN, 1987–1991**

Advanced through series of progressive positions in a broad range of PR and communication disciplines with the world's largest PR firm. Developed series of U.S.-based marketing/PR initiatives in joint effort with European, Asian, and Middle Eastern offices, including crisis communications, media relations, promotion and marketing, product recall, and trade awareness campaigns. Placed as intern at age 17 and personally mentored for higher authority by several C-suite executives.

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**Education & Credentials**

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COLUMBIA UNIVERSITY, Teachers College and Graduate School of Business – New York, NY

**Advanced Certificate in Executive Coaching, 2018**

FORDHAM UNIVERSITY – New York, NY

**MA in International Political Economy & Development, 1998**

ST. FRANCIS COLLEGE – New York, NY

**BA in History, 1991****Courses**

- Co-teach *The Depth Coaching Workshop*, an International Coach Federation (ICF) continuing education course (12 CCEs) on approaching transitions and leadership through the lens of depth psychology and the analytics of leadership intuition.

**Professional Training/Workshops**

- Certified in The Neethling Brain Instruments (NBI™) Assessment, 2018
- Gestalt Training on Use of Self as Coach, 2016
- Martha Beck Wayfinder Coach Training, 2011
- Harvard University Institute for International Development and Fulbright Commission: Privatization and Multinational Affiliate Enterprises, Cairo, Egypt, 1999
- World Tourism Organization: Satellite Tourist Accounts, Nice, France, 1999
- Social Tourism in Europe and the Middle East, Beirut, Lebanon, 1998
- USAID and IBTCI: Methods of Privatization in Egypt, Cairo, Egypt, 1998

**Publications**

- "Investing, Licensing and Trading in Egypt" – Bi-annual 48-page report issued by *The Economist* magazine, 1999–2001
- "Toshka: A Tourist and Investor's Paradise" – *Hospitality Egypt* magazine, May-June, 1999

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