

## **Matt Tidwell, Ph.D., APR**

Matt provides senior level expertise and strategic counsel -- helping clients grow by developing and delivering superior marketing and communications programs. With more than 25 years of experience, Matt brings a wide array of both corporate and agency experience across a variety of industries, including healthcare, energy, manufacturing, technology and sports marketing.

A skilled corporate communicator, Matt has directed corporate communications departments with budgets in excess of \$500,000. He has led communications efforts for notable brands including Sanofi-Aventis, KCP&L and Saint Luke's Health System.

### Corporate Communications Positions

**KCP&L/Great Plains Energy:** Managed the corporate communications department for the \$3 billion energy firm. Led staff of six and supervised external communications while also helping to direct customer communications and much of the company's executive communications. Managed many aspects of brand marketing and supervised outreach activities to multiple stakeholder groups around sensitive issues including rate increases and a major company acquisition. KCP&L was named one of the top two best Midwestern utilities in the communications category in the 2008 J.D. Power & Associates annual customer satisfaction survey.

**Saint Luke's Health System:** Directed corporate communications for the 9,000 employee, 10-hospital health system. Responsibilities included defining and implementing communications strategy to drive awareness of clinical excellence in competitive regional healthcare market and designing new communications platforms for employees. Accomplishments included successful media relations initiatives that resulted in media coverage publicity values of more than \$250,000 quarterly while helping to sustain progressively higher consumer message recall and preference as measured by NRC Healthcare Research. Other responsibilities included launching a new concierge-level customer service call center, supervising internal marketing support of EMR implementation and developing the crisis communications plan.

**Sanofi-Aventis Pharmaceuticals:** Served as senior manager for manufacturing communications at Sanofi-Aventis, the world's third largest pharmaceutical company. Supervised all communications and community relations for the company's manufacturing facilities in North America, and provided communications support to a research and development division headquartered in Frankfurt, Germany. Managed local community relations programs including the company's sponsorship of programs with the Kansas City Royals and the Kansas Speedway.

**Cerner:** Served as the company's public relations strategist. Duties included supervision of earned and social media and management of important communications announcements involving new corporate campus facilities.

## Agency Leadership

A seasoned consultant and strategic advisor, Matt has served as a vice president at Midwestern agencies including Boasberg/Wheeler Communications and Morningstar Communications. Agency clients under Matt's direction have included Sprint, Sprint PCS, the Big 12 Conference, Hoechst Marion Roussel/Sanofi-Aventis, John Deere, Harmon Industries, Commerce Bank, Blue Cross/Blue Shield of Kansas City and the Kansas City, Kansas School District. He has directed national campaigns including market-by-market product rollout activities for Sprint and communications associated with Sprint's sponsorship of the National Football League and Indy Racing League.

## Education and Community Involvement

Matt has earned the "Accredited in Public Relations" (APR) designation from the Public Relations Society of America and has a master's degree in communications management through the Newhouse School of Communications at Syracuse University. He has served on the board of directors of Ozanam, the Public Relations Society of America, the Shawnee Mission School District Education Foundation and the Kansas City Sports Commission. Matt has served on the adjunct faculty at the University of Kansas, UMKC's Bloch School of Business and at Washburn University.

Matt lives in Shawnee, Kan. with his wife and 17-year-old son.