

HOLLY MADDOX

Greater Atlanta-Area

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CORPORATE STORYTELLER. PASSIONATE LEADER & IMPACT STRATEGIST

Fearless, innovative, respected change agent and corporate storyteller providing a common-sense approach to building trusted relationships, listening to stakeholder demands, transforming culture and earning media and main stage opportunities. History of success creating and executing crisis communication scenarios, impact strategy, securing tier one press placements and executive visibility opportunities, and building and defending brands to critical audiences. Adept at building, engaging, motivating, and leading teams to execute global, integrated communications and impact initiatives and achieve target goals. Areas of expertise include:

Acquisition Integration
Change Management & Transformation
Communications Consulting
Content Strategy
Crisis Communications

Employee Communications & Engagement
Executive & C-Suite Messaging & Visibility
Media Relations & Management
Metrics & Reporting
Social Impact Strategy & Execution

25 YEARS OF EXPERIENCE

CIRCLE INTERNET FINANCIAL, Boston, MA

2021 – present

Vice President, Corporate Communications

Led a world-class communications organization laser focused on developing and defending Circle's evolving narrative and the utility value of USDC story by educating strategic journalists, think tanks, academics, NGOs, government partners and D.C. corridor influencers.

- Co-created the vision for Circle Impact, constructed the social impact program's three pillars and forged partnerships to create critical business relationships, furthering the utility value narrative of USDC and meeting impact obligations, including partnerships with 5 HBCUs, 2 community bank partners, and the establishment of multiple grant initiatives and humanitarian aid delivery via UNHCR.
- Developed paid, earned and owned main stage executive visibility opportunities, media strategy and engagement, and content and social plans, including the first-ever State of the USDC Economy Report, for the World Economic Forum at Davos in 2022 and 2023, as well as Circle's first-ever Converge22 event, the UN General Assembly in 2022, Singapore Fintech Festival, and Paris Blockchain Week, among others.
- Led communication strategy and rollout for SPAC launch, SPAC continuation and no-SPAC events and all associated communications related to the public filing process.
- Operationalized employee communications, customer communications, crisis communications, M&A communications, and commercial and partner engagements and integrated operations between marketing, communications and policy teams.
- Designed and launched three-tiered executive media and speaker training to provide consistent messaging and tight controls for public engagements and media relations.
- Managed all components of crisis communications from Tornado Cash and sanctions to Terra Luna's crash, the FTX fallout and hack, and the 2023 banking crisis and its impact on USDC.
- Built internal communication capability including the launch of the Inner Circle newsletter, and created connective tissue between communications and talent to provide strategy and insights into complex employee communications including M&A, employee separations, liquidity events, and executive moves.
- Managed the strategy, policy and communications team multi million dollar budget and forecasting, as well as headcount management, hiring and talent reviews, policy requirements and vendor management.

HONEYWELL, Atlanta, GA**2019 – 2021****Sr. Director Communications, Honeywell Connected Enterprise**

Led storytelling for Honeywell's software industrial start-up division created to ignite digital transformation for industrial clients and launch a new category of software.

- Strategized and executed against 30+ HR repositioning projects, 5 major org design transformations, 2 external acquisitions, 3 internal acquisitions and launched Honeywell Forge story to employees, investors, customers and media in less than 2 years.
- Partnered across Honeywell to transform public relations approach from siloed storytelling to One Honeywell thinking, driving national media coverage of our SaaS solution with Barron's, Marketwatch, Bloomberg Tech, CNBC and Fortune Magazine, among others.
- Ideated and counseled executive leadership team on engagement and communication strategies and provided messaging and talking points, including I&D initiatives, hub strategy, talent and culture transformations, and virtual engagement practices.
- Invented and executed virtual engagement strategies to aid in retention, education and C-level leadership engagement resulting in 4% improvement in top talent retention.
- Challenged the status quo, creating a software culture inside a 100-year old industrial monolith and implementing new ways of working to corporate-wide Honeywell communications initiatives.
- Built a communication COE, experience and engagement strategies, and integrated communications practices while driving results with employees, top tier media and analysts respectively from a blank page.

U.S. BANK, Minneapolis, MN and Atlanta, GA**2008 – 2018****Sr. Vice President, Communication Strategy, Public Affairs & Communications** | 2017 – Nov 2018

Managed public affairs and communication strategy design, content strategy, employee engagement, budget, team leadership, operations and process integration, and metrics and reporting.

- Built comprehensive, integrated content strategy inclusive of CSR, D&I, Multicultural, Events, Brand, Advocacy and Corporate Public Relations content.
- Implemented improvement initiatives across 5 work streams, resulting in meaningful YoY improvements in key engagement scores, including 5% increase in Growth & Development and 14% increase in Work Life Balance.
- Addressed communications technology gaps and continuous improvement opportunities with data-driven analysis, including: workflow management, approvals, calendaring, monitoring and measurement, and dashboard reporting results analysis for C-suite leaders.

Vice President, Corporate Communications, Payment Services | 2014 – 2017

Led team of 8 employees through organizational transformation to build U.S. Bank's first hybrid corporate communications organization and tell U.S. Bank's Payment Services' story internally and externally.

- Empowered team of 12 C-suite leaders to have strong, active voices with customers, influencers, shareholders and employees through confident, strategic communications counseling.
- Created multimedia product launch communications campaigns for media and government influencers, customers and employees. Garnered Tier 1, social, local, and trade media attention.
- Developed and managed \$2M+ budget, earned and owned media plans, international media relations, and executive visibility initiatives to drive employee engagement and external thought leadership.

Vice President, Global Marketing & Corporate Communications (Elavon - U.S. Bank Subsidiary) | 2011 – 2014

Oversaw global corporate marketing, brand, and communications for Elavon and related subsidiaries.

- Led team of 20 internationally-based employees supported by multiple, global agency relationships.
- Constructed and executed reputation and issues management communication approach including 3 JV investment and divestiture strategies in Europe and South and Central America.
- Expanded web presence from single site to global enterprise supporting third-party sales channels, alliance and association pages, promotional campaign network and customer education sites.

Sr. Director, Corporate Communications (Elavon - U.S. Bank Subsidiary) | 2008 – 2011

Managed internal and external content development, proactive and reactive public relations and global trade shows and events.

- Defined digital brand approach with supporting assets including new multi-regional corporate website, proactive media outreach campaigns, and intranet strategy and development.
- Managed cross-functional team of 40+ global employee champions to deliver core values adoption for Elavon's 20th anniversary celebration, including a cadence of global events in 22 international offices.
- Consulted on customer communication, Government Relations and RFI initiatives, including regulatory changes such as PCI-DSS and Dodd-Frank requirements.

CONSULTING, NON-PROFIT & AGENCY EXPERIENCE

Packaged PR, Inc., Atlanta, GA **2000 – 2008**
Owner, Lead Consultant

Arthritis Foundation | GA Chapter, Atlanta, GA **2000 – 2003**
Corporate Communications and Marketing Director

Global PR Agency Experience | MS&L and Cohn & Wolfe, Atlanta, GA **1997 – 2000**
Consumer Healthcare and Healthcare IT Media Relations & Client Management

EDUCATION & RECOGNITION

University of Georgia, Communications
4-time U.S. Bank Pinnacle Award Winner
Pacific Coast Banking School 2017 Cohort
Honeywell's Leadership Development Program 2021 Cohort

PUBLIC SPEAKING, SERVICE & BOARDS

Crypto-Fueled Philanthropy, Fireside Chat, World Economic Forum, Davos	January, 2023
Crisis Communications Lecture Series, Guest Lecturer, Howard University	February, 2023
The Future of Blockchain & Crypto, Panel Discussion, TAG Fintech Society Event	February, 2023
Stablecoin 101, Guest Lecturer, Mercer University	March, 2023
Co-founder and Board Member, Circle's Womens' ERG (Her Circle)	2023-present
Advisory Board Member, Georgia Southern University Women's Leadership Certification Program	2022 - present
TAG Fintech Society Board Member	2022-present
I&D Leader, Honeywell Connected Enterprise	2020-2021
Board Member, Initiative for Affordable Housing (Atlanta)	2018 – 2021
Soles4Souls community leader, event organizer and international travel volunteer	2014 – 2021