

RICHARD SHAW
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EXPERTISE:

- Extensive strategic marketing, branding and corporate communications experience
- Heavy involvement with C-suite executives to develop branding, marketing strategy and corporate positioning
- Ability to translate complex product and strategic marketing information into creative copy for print and television

EXPERIENCE:

- 11/01 – 05/04 & 7/08 – present** **Shaw Communications, New York, NY & Richmond, VA**
Independent marketing and communications consultancy with industry specialization in financial services. Areas of expertise include corporate identity and reputation, media relations, internal communications and marketing communications. Completed a wide variety of projects for top-tier public relations firms as well as directly for corporate clients. Projects included:
- Capital One Bank, Richmond, VA, Communications lead for new product launch
 - Copywriter, The Martin Agency, Richmond, VA
 - Dechert, LLP (developed and implemented public relations, communications, marketing and branding strategies to enhance and increase firm's visibility)
 - Freelance writer, Wechsler Ross & Partners (various financial services)
 - Assouline Advertising & Publishers (luxury branding and copywriting)
 - Manulife Financial (corporate positioning, product marketing, crisis management)
 - Standard & Poor's Corporation (audit of communications strategy and logistics)
 - Oppenheimer Mutual Funds (media/communications audit)
 - *The Tenants*, released 2/06. Adaptation of a Bernard Malamud novella, Miramax
 - *Roger Dodger*, released 12/02, Holedigger Productions
 - *Off the Map*, 2003 Sundance & Cannes Film Festivals, Released 2005, Holedigger Productions
 - *Black Hollywood; Paul Robeson & Beyond*, orig. aired 3/03
 - *House Calls, the Life & Work of William Carlos Williams*, orig. aired 4/02
- 06/08 – 07/08** **Arnhold & S. Bleichroeder Advisers, LLC, New York**
Head of Institutional Marketing & Communications, Vice President
- Managed team of five developing and implementing international public relations and marketing strategies for institutional sales channel.
- 04/06 – 05/08** **Schroder Investment Management, New York**
Director of Communications & PR
- Developed and maintained regular international press contacts, particularly in London, Paris, Rome, Dubai, Beijing, Tokyo, Sidney and Hong Kong to increase Schrodgers' media exposure.
 - Worked closely with the Chief Investment Officer, Global Head of Public Relations, Global Head of Marketing, Portfolio Managers and regional CEOs (London, New York, Paris, Berlin, Rome, Tokyo and Hong Kong), as well as all senior executives with business line responsibility to create public relations and marketing messages.
 - Identified and provided counsel to senior management with regard to emerging opportunities, as well as negative business developments that could pose a reputational threat. This area also included managing an external public relations agency as well as managing the external communications budget.
 - Developed and implemented a comprehensive public relations strategy for the region in conjunction with key messaging points of senior management. PR activities

covered corporate identity (writing and prioritizing messages), brand identity and positioning; media relations, media training for spokespeople, crisis management; drafting communications materials (e.g., talking points, messages, Q&A, client correspondence, etc.); corporate image advertising; product p.r.; speaker placement; developing and implementing media events; and placement of bylined articles.

05/04 – 03/06

Wechsler Ross & Partners, Inc, New York

Senior Editor, Content Strategist

- Developed and implemented brand strategy and strategic marketing communications at mid-sized advertising agency.
- Provided editorial direction, strategy and design implementation for marketing collateral.
- Worked with print and web designers to develop strategic concepts that accurately reflect the client's voice and oversaw copy development/editing.

12/00 – 09/01

PIMCO Funds Distributors LLC, Stamford, CT

Marketing Writer

- Writing and concept development for a wide range of marketing communications materials including: brochures, newsletters, websites, sales ideas, annual reports and direct mail.

4/97 – 12/00

Crain's InvestmentNews, New York

Editor

- Edited, wrote, researched and assisted in managing production of weekly newspaper for financial advisors. Directed reporters on story topics, themes and development.
- Extensive writing of headlines, decks, captions and short news items.

12/95 – 3/97

Sullivan & Gallion LLP, New York

Research Director

- Law firm whose founding partners and I worked together at Sullivan & Cromwell.
- Managed research projects and initial drafting of briefs for law firm specializing in corporate civil and criminal litigation.

11/92 – 11/95

Micronomics, Inc. Los Angeles, California

Communications Director

- Writing and editing of expert witness reports, client presentations and firm marketing materials for economic research and consulting firm.

EDUCATION:

9/86 – 6/90

Stanford University, Stanford, California

B.A. degrees in American Studies and Political Science received in June 1990.

Additional studies included mathematics, economics, biology and psychology.

3/89 – 6/89

Stanford in Washington

Selected to the Stanford University academic program in Washington, D.C. Internship with CBS News' Legal Correspondent Rita Braver.