

# THERESA RICE

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## Summary

I help leading executives, companies, brands, multilateral institutions and government entities around the world preserve and enhance their reputations, even in times of crisis or transition, as well as build relationships with their publics that drive business results.

My expertise comprises education, technology, healthcare, government, manufacturing and tourism.

Throughout my professional and personal life, I have been a strong supporter of bringing quality educational opportunities to children in the United States and abroad.

## Experience

### CEO

Miami, March 2015 – present | Out Loud Communications Consultants ([www.outloudcc.com](http://www.outloudcc.com))

- Lead an international network of senior multilingual and multicultural communications strategists specialized in international affairs, business development, management consulting, crisis management, marketing, public affairs and corporate communications
- Lend counsel to multilateral development institutions, leading multinational companies, political leaders and countries trying to attract international investment and tourism
- Support professional services firms, from public relations and advertising agencies to law, venture capital and management consulting firms, with institutional and/or client communication needs
- Service clients around the world in healthcare, technology, consumer products, education, agriculture, manufacturing, aviation and other industries, as well as to government agencies

### Regional Managing Director

Miami, December 2013 – February 2015 | JeffreyGroup

- Directed all pan-regional business of this marketing and corporate communications agency with more than 130 employees, headquarters in Miami and offices in New York, Argentina, Brazil and Mexico
- Lent senior corporate communications and social media counsel to Airbus, Cengage Learning/National Geographic Learning, Central Bank of Armenia, Ciena, Coursera, Greater Miami Convention and Visitors Bureau, Grupo Viva, Hilton Worldwide, Inmarsat, KitchenAid, Koch Industries, MasterCard Worldwide, Mozilla Foundation, Pure Storage, Scripps, Spotify, UnitedHealthcare, Victaulic and other clients
- Led pan-regional new business efforts, securing 10 new clients within one year
- Leveraged new technologies to improve service quality and streamline operations
- Recruited and trained agency executives

### Managing Director

Miami, February 2012 – December 2013 | Izzo+Gaudelli Communications

- Built Miami-based integrated advertising, communications and marketing firm from the ground up
- Agency formed part of Tribe Global ([www.tribeglobal.net](http://www.tribeglobal.net)), a group of nearly 30 independent, award-winning marketing, public relations, advertising and digital and social communications agencies in Asia, Europe, the Middle East, North America and South America
- Directed public relations, social media and advertising teams in New York and Mexico City
- Led public relations and social media campaigns across 35 countries in Latin America and the Caribbean as Marriott International's agency of record

- Provided crisis and communications counsel to several Mexican destinations, among them Acapulco, La Paz and Los Cabos
- Trained spokespersons for Proctor & Gamble, Unilever, The TJX Companies and other major firms and brands

#### Managing Director and Regional Practice Chair

**Miami, May 2003 – February 2012 | Burson-Marsteller, part of WPP plc**

- Cofounded and led the agency's global export, investment and tourism promotion specialty practice
- Conducted global perception audits for Costa Rica and Uruguay that underpinned rebranding efforts
- Led the Mexico Tourism Board's trilingual (English/Spanish/French) North American public relations campaign, supervising 20 professionals in Canada, Mexico and the US and garnering multiple awards
- Helped make Chichen-Itza one of the New Seven Wonders of World through an award-winning SecondLife social media campaign
- Conceived and led Mexico's first inter-ministerial tourism crisis training
- Directed international communications before, during and following Hurricane Wilma as part of Mexico's crisis response program, an effort that garnered United Nations recognition
- Formed part of the global crisis team that counseled clients (most under NDA) following national disasters, product recalls, litigations, oil spills, viral outbreaks, mergers and acquisitions
- Trained hundreds of corporate and public sector leaders to become effective spokespersons
- Spearheaded communications projects financed by the United Nations, the Inter-American Development Bank and the International Monetary Fund
- Directed communications around Nextel's rebranding in Latin America
- Supported an award-winning international internal and external communications campaign to mark Bacardi Limited's 150th anniversary
- Represented major financial institutions such as Bank of America/Merrill Lynch
- Formed part of the award-winning team that helped the Federal Communications Commission communicate the transition from analog to digital TV to minority, senior and other underserved populations
- Helped found the firm's U.S. Diversity & Inclusion Council to attract, retain and develop diverse talent and train US colleagues on multicultural marketing
- Served on the firm's global government and political services practice, bringing together political and government relations experts from around world
- In charge of marketing the Burson-Marsteller brand across Latin America
- Served January 2008-October 2009 as national director of the US Hispanic Practice and director of the US Multicultural Practice, reporting to US CEO, working with 60+ professionals across 10+ offices, and representing such clients as Applca (Black & Decker), Avon, Behr Paints, Century 21, Consumer Reports, Ikea, LALA Foods, Sun-Maid and Transitions Optical
- Was one of the firm's nominees for Top 40 PR Executives Under 40 ranking by PRWeek

#### Managing Supervisor

**Mexico City (1999-2002) and Miami (2002-3) | FleishmanHillard, part of Omnicom Group**

- Directed communications campaigns for such companies as Dannon, the Greater Houston Convention & Visitors Bureau, Mattel, the Mexico Tourism Board, Viacom International, Sony Entertainment Television, Tektronix, Walmart and Whitehall-Robins as part of the marketing communications team in Mexico
- Transferred to the Miami office to direct the international investment promotion communications and advertising campaign for El Salvador's Investment Promotion Agency (PROESA), a campaign garnering World Bank recognition
- Led the public relations campaign in North America for the Mexico Tourism Board and lent public affairs and crisis management counsel to Citigroup in Latin America and the Caribbean as part of the corporate communications and public affairs team in Miami

### Manager, Advertising, Marketing and Public Relations

Mexico City, 1998 – 1999 | Marchon Eyewear

- Reported directly to the Mexico CEO of one of the world's largest designer eyewear and sunwear distributors, representing Calvin Klein, cK Calvin Klein, Donna Karan, DKNY, Disney and Fendi
- Trained inside sales executives in brand philosophy, marketing and high-end selling
- Led marketing, public relations, advertising and internal communications programs
- Managed key client relationships, client trainings, trade shows and special events
- Generated marketing analyses and promotional materials for sales agents
- Oversaw customer service and purchasing departments

### Editor-in-Chief; Manager of Research Products

New York City, 1994 – 1998 | Jobson Publishing

- Edited a bilingual (Portuguese/Spanish) healthcare magazine, 20/20, distributed across Latin America
- Supervised a staff of writers and freelancers in the US and Latin America
- Produced and marketed US and Latin American healthcare research reports on such topics as managed care
- Provided counsel to healthcare companies interested in doing business in Latin America
- Gave marketing seminars to the sales forces of major healthcare industry players

### Researcher and Grant Writer

Manaus, Brazil, 1994 | Fundacao Vitoria Amazonica

Assisted the director of this World Wildlife Fund-affiliated non-governmental organization charged with overseeing sustainable development projects in the Brazilian Amazon.

### Assistant Editor

Washington, DC, 1993 – 1994 | CubaINFO

Wrote about Cuban economic and political affairs at this journal published by The Johns Hopkins University under the direction of renowned Cuba scholars Wayne Smith and Julia Sweig.

### Researcher

Mexico City, 1993 | United Nations High Commissioner for Refugees (UNHCR)

Helped assess refugee cases and researched the nature and evolution of Central American refugee flows.

### Journalist

Mexico City, 1992 | Noticias de Mexico

Covered Mexican and Cuban political and economic issues, US/Mexico border issues, the energy sector and North American Free Trade Agreement (NAFTA) negotiations at Mexico's leading news agency.

### Research Assistant

New York City, 1990 | US Department of Commerce, Export Assistance Center

Provided small business owners with the information they needed to export their products.

### Accounting Assistant, Office of the Controller

New York City, 1988 – 89 | Columbia University in the City of New York

Assisted staff accountants in preparing financial statements.

### Research Assistant

New York City, 1987 – 88 | Columbia University Graduate School of Architecture, Planning & Preservation

Worked in the department of renowned sociologist Saskia Sassen, who coined the term “global city.”

#### Executive Assistant

New York City, 1986 – 87 | Center for US-China Arts Exchange

Supported this arts exchange organization that was a crucial catalyst in bringing about diplomatic normalization between the US and China.

### Executive Board and Organization Memberships

#### Board Member

September 2016 – present | MyKlövr

Soon-to-be-launched education technology start-up that helps students identify their career paths and provides personalized recommendations to help them achieve their personal best and build a brighter future.

#### Executive Board Member, Southeast Region

July 2013 – present | Nuestros Pequeños Hermanos (NPH) USA

Gives orphaned, abandoned and disadvantaged children in Latin America and the Caribbean food, shelter, quality education and the financial support needed to pursue trade or university degrees.

#### Executive Board Member, Miami

April 2015 – present | Global Ties

South Florida's official host of US Department of State-sponsored visitors under the International Visitor Leadership Program; the official partner of the Open World Leadership Center and other international entities; and the promoter, sponsor or administrator of professional and cultural exchanges to foster friendships and goodwill between international visitors and US citizens.

#### Board Director, Florida

May 2015 – present | Uruguayan American Chamber of Commerce

Promotes business relations among Uruguayan business leaders and between Uruguay and the US.

#### Member/Investor

February 2016 – present | The Beacon Council

Miami-Dade County's official economic development partnership, facilitating business growth and expansion programs to help companies of all sizes in diverse industries achieve their goals.

#### Member

April 2016 – present | Greater Miami Chamber of Commerce

The voice of business in South Florida, representing more than 400,000 employees of member companies to enhance the economic opportunities and quality of life in the area, while partnering with the community's economic development and tourism agencies to make Greater Miami a better place to live, work and play.

#### Member

October 2015 – present | National Association of Women Business Owners

Propels women entrepreneurs into economic, social and political spheres of power worldwide by strengthening the wealth-creating capacity of members, promoting economic development within the entrepreneurial community, creating innovative and effective changes in business culture, building strategic alliances, transforming public policy and influencing opinion makers.

#### Member

March 2015 – present | Organization of Women in International Trade

International non-profit professional organization designed to promote women doing business in international trade by providing networking and educational opportunities.

## Selected Public Relations Awards

Best Latin America Consumer Marketing Program for Existing Product

2015 | SABRE (Superior Achievement in Branding Recognition and Engagement) Awards

Latin American public relations campaign for Spotify.

Best Latin America Business-to-Business Program

2015 | SABRE Awards

Latin American public relations campaign for Airbus.

Marketing to Consumer Existing Product (finalist)

2015 | SABRE Awards

Latin American public relations campaign for Mozilla Firefox.

Multicultural Marketing Campaign of the Year

2009 | PRWeek Awards

Campaign for the US's Federal Communications Commission to communicate the transition from analog to digital TV to at-risk populations.

Best Use of Internet/New Media (finalist)

2008 | PRWeek Awards

SecondLife campaign to make Mexico's Chichen-Itza archaeological site one of the New Seven Wonders of the World.

Mercury Excellence Best in Category Award

2007 | Mercury Awards

SecondLife campaign to make Mexico's Chichen-Itza archaeological site one of the New Seven Wonders of the World.

North American Travel Journalist Association Awards (2)

2007 | North American Travel Journalist Association

Mexico Tourism Board website and public relations campaign in the US and Canada.

MarCom Platinum Awards (2)

2007 | Mercury Awards

Public relations and digital communications campaign for the Mexico Tourism Board in the US and Canada.

AVA Platinum Award

2007 | AVA Digital Awards

SecondLife campaign to make Mexico's Chichen-Itza archaeological site one of the New Seven Wonders of the World.

IPRA Golden World Award (honorable mention)

2006 | International Public Relations Association

Use of research in the Mexico Tourism Board's public relations and online communications campaign in the US and Canada.

## Volunteering

### Debate Tournament Judge

April 2016 – present | Urban Debate League

Public/private partnership focused on providing debate programming to urban public middle and high school students in Miami-Dade County.

### Alumni Representative Committee Member

September 2013 – present | Columbia University, Columbia College

Interview prospective Columbia College and Columbia School of Engineering students and support Columbia's presence at college fairs in South Florida.

### Mentor/Career Counselor

September 2013 – present | Columbia University, Columbia College

Provide mentoring and career counseling to female Columbia College students.

### Florida Parent Teacher Association

August 2006 – present | Several schools

Serve as the Coral Gables Senior High School PTSA college fair committee chair, in charge of organizing the school's annual College Fair, one of the largest of its kind in Miami-Dade County. Served on the Henry S. West Laboratory Elementary School PTO and Ponce de Leon Middle School PTSA boards. Responsible for organizing Mandarin Chinese and chess after-school clubs.

### Volunteer

1994-1998 | New York Cares

Participated in projects to improve education, meet immediate needs and revitalize public spaces throughout New York City.

### Volunteer

1990-1991 | Academia Mexicana de Derechos Humanos/Mexican Academy of Human Rights

Non-governmental, independent and plural organization founded in 1984 and led 1990-1996 by Mexican academic and human rights activist Sergio Aguayo that contributed actively to the creation of a vigorous human rights movement in Mexico.

### English, ESL and Spanish Teacher and High School Tutor

1986-1990 | Colombia University Double Discovery Center

Supported programs to increase high school graduation and college enrollment rates among low-income New York youth.

## Education

### The Johns Hopkins University, Paul H. Nitze School of Advanced International Studies (SAIS)

1992 – 1994 | MA, International Economics and Latin American Studies, Washington, DC

- Fellowship recipient
- Bologna Center (Bologna, Italy campus) graduate

### Columbia University, Columbia College

1986 – 1990 | BA, Spanish (Iberian and Latin American Studies), New York

- Phi Beta Kappa, Magna Cum Laude, Leonard A. Pullman Award for Scholarship and Leadership, five King's Crown Awards for Leadership and Community Service
- Co-Founder of Spanish House (Iberian and Latin American cultural center); board member of Chicano Caucus, Alianza Latinoamericana and Encuentros (Spanish/English literary magazine)

## **Other Selected Coursework**

- Building a World-Class Negotiating Organization, Consensus Building Institute, Peru, 2009
- Essentials of Effective Management, Innubilis Group, Miami, 2007
- Virtuoso: The Art of Client Partnership, Young & Rubicam Brands, Hungary, 2006
- Advertising and Promotion for SMEs, Instituto Tecnológico Autónomo de México, Mexico City, 1999
- Client Service, Seminarium, Mexico City, 1998
- El Colegio de México, Center for Linguistic and Literary Studies, Rotary International Ambassadorial Scholar, Doctoral Program, 1990-1991

## **Skills and Other Activities**

- Social media content development, engagement, advertising and monitoring
- Microsoft Office and iWork productivity suites
- Salesforce, Constant Contact and other online marketing and CRM platforms
- Box, Google Drive and other cloud storage and online file sharing programs
- Copy editing, speechwriting, translation and transcreation (English, Spanish, Portuguese)
- English (fluency), Spanish (fluency), Portuguese (full proficiency), French (professional proficiency), Italian (professional proficiency) and Japanese (limited working proficiency)

## **Selected Conferences, Seminars and Workshops**

- “Public Relations and Digital Communications,” Bacardi Limited, Mexico City, 2016
- “The Next Generation of Media and Public Relations,” Simple Agency, Mexico City, 2016
- “Business Culture in the US and Latin America,” University of Miami Executive MBA of the Americas program, Miami, 2016
- “Personal Branding and Resume Preparation,” Coral Gables Senior High School, Miami, 2016
- “LinkedIn 201,” Uruguayan Chamber of Commerce in Florida, Miami, 2015
- “Don’t Let Your Pitch Hit the Ditch,” Nearshore Executive Alliance, webinar, 2015
- “Creative Services Outsourcing,” Desachate Advertising Conference, Uruguay, 2015
- “Challenges and Opportunities in Nearshore,” ANDI Outsourcing Summit, Colombia, 2015
- “Digital Healthcare PR,” Megapharma Multichannel Marketing Conference, Panama, 2014
- “Digital Reputation Management,” Megapharma Multichannel Marketing Conference, Panama, 2014
- “Scoring Foreign Direct Investment: Country Promotion Lessons from the World Cup,” Immercio Conference, Mexico, 2014
- “Uruguay’s Country Brand,” First International Country Branding Forum, Uruguay, 2013
- “Effective Communications for Your Brand in the Digital Age,” Organization of Women in International Trade (OWIT), Miami, 2013
- “Preserving and Enhancing Corporate Reputation,” International Business Roundtable, Organization of Women in International Trade, Miami, 2012
- “Public Relations and Marketing Strategies for Success with US Hispanics,” Joint European Chambers of Commerce in Miami, 2012
- “Destination Branding Strategies,” Tourism Branding Forum, Miami, 2011
- “Online Survey Tools,” Brickell Rotary Club, Miami, 2011
- “Destination PR,” Communications Week, University of Miami, 2010
- “Dos and Don’ts of Country Promotion,” International PR Association World Congress, Peru, 2010
- Faculty, “Executive Management Course in Crisis Management,” Young & Rubicam Brands/ORT University International Program on Communications and Marketing Trends, Uruguay, 2010
- “Public Relations and Crisis Management,” ORT University, Uruguay, 2009
- “Barack Obama’s Digital Campaign,” Desachate Advertising Conference, Uruguay, 2009
- “Public Relations,” Millward-Brown Annual Conference, Miami, 2008
- Participant, Working Group on Country Branding, The World Bank, Washington DC, 2007