

Janine (Bressette) Saunders

High-Energy Strategic Communications Leader

CONTACT

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59 Westmoreland Ave.
Longmeadow, MA 01106



PROFESSIONAL PROFILE

A thoughtful, energetic leader with high emotional intelligence and a heart for public service. Always accountable and motivated. Skilled in integrating communications tactics and crisis communications. Twenty-plus years of energy industry experience includes knowledge of electric distribution, regional transmission, renewables, natural gas, water and wastewater. Passionate about inspiring service excellence and instilling customer confidence through meaningful public communications.

SKILLS

- Seasoned Energy Industry Professional
- Accountable Leadership
 - Relationship Building
 - Employee Development
 - Creativity
 - Deadline-Driven Project Management
- Advanced Written and Verbal Communications
 - Making the Complex Clear
 - Customer Service Recovery
 - Integrated Communications
 - Meetings and Presentations
 - Authentic Spokesperson
 - Vendor and
 - Matrix Management
 - Employee Development

EDUCATION

MASTER'S DEGREE

Organizational Management
Summa cum laude
University of Phoenix

BACHELOR OF ARTS

Communications
Summa cum laude
Saint Joseph's College, Maine

EXPERIENCE

CORPORATE COMMUNICATIONS MANAGER

ISO New England/ July 2020 to present

Manages internal and external communications, media relations, social media for New England's regional transmission organization.

- Team Building:** Recruited and selected a new team of professional communicators
- Social Media:** Developed revised social media strategy that increased company visibility on Twitter and LinkedIn
- Strategic Communications Planning:**
 - Implemented a communications planning tool to provide line-of-sight throughout the organization on upcoming and emerging communications issues, channels, tactics, and timing.
 - Developed annual corporate communications plan including key messages, strategies, and tactics to educate audiences about the role and purpose of the ISO in the region.
- Executive Counsel:** Provided strategic counsel to communications leadership regarding the importance of transparency and stakeholder engagement in instilling confidence in regional stakeholders.

CORPORATE COMMUNICATIONS MANAGER/LEAD MEDIA CONSULTANT

Duke Energy/Aug. 2018 to July 2020

Manages employee communications, media relations and executive communications for national energy company serving 35 million customers.

- Executive Communications:** Provides executive communications counsel and develops leadership positioning plans. Delivers internal/external messaging, speech writing, presentations to internal and external stakeholders. Offers media counsel/support.
- Employee Engagement:** Develops and implements communication plans for state-wide excellence awards. Develops and produces quarterly employee newsletter featuring updates on strategic initiatives. Plans and organizes president's annual leadership meeting. Supports and facilitates enterprise-wide CEO "fireside-chats" across all Duke Energy locations.
- Media Relations:** Develops key messages, news releases and responds to media requests from state and national media.
- Crisis Communications:** Develops integrated strategies and messages for hurricane response – including Category 5 Hurricanes Michael and Dorian.
- Integrated Communications/Process Improvement:** Developed a process to ensure awareness of cross-functional awareness numerous outreach activities to support a one-company approach and a better customer experience across multiple company communicators
- Reputation Management:** Manages multi-stakeholder reputation research, including development and enterprise-wide deployment across six states. Presents results and recommendations to executive leadership for action.
- Renewable Energy:** Develops corporate communications and media strategies for Duke Energy Renewables.

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TECHNICAL SKILLS

- Word
- Microsoft Excel
- Microsoft Power Point
- One Note
- Microsoft Teams
- AirTable
- WebEx
- Adobe Photoshop

CRISIS COMMUNICATION

- Completed National Incident Management System Training offered by the U.S. Department of Homeland Security.
- Served as Public Information Officer (PIO) at Northeast Utilities, Eversource and Deputy PIO at Duke Energy during natural disasters.
- Superstorm Sandy and a Connecticut Event which spawned four tornados earned the prestigious Edison Electric Institute restoration awards in 2012 and 2018.
- Communications associated with Hurricane Michael earned Prestige Award from the Florida Public Relations Society of America Tampa Bay Chapter

PERSONAL

Windham Theatre Guild
Rose City Renaissance
Operation Fuel - Treasurer, 2009
Low Income Energy Advisory Board 2007-2009

EXPERIENCE (continued)

MANAGER – CUSTOMER and EMPLOYEE COMMUNICATIONS

Eversource Energy – Connecticut / Nov. 2009 to Aug. 2018

Eversource serves 3.6 million electric and gas customers in 500 communities in New England.

- **Crisis Communications:** Revised strategies and outreach tactics for major storms to ensure delivery of timely, accurate, consistent information. Resulted in an industry award for community outreach strategy following a storm spawning four tornados
- **Employee Engagement:** Developed communications strategy as part of a cross-functional team to implement "I Am Eversource," which positions employees as heroes in the eyes of those they assist and received greater than 90% satisfaction ratings from customers and employees.
- **Customer Communications:** Develops and manages the implementation of outreach strategies to support company's natural gas and electric capital investment programs.
- **Regulatory Compliance:** Develops messaging and communications materials to ensure ongoing compliance with natural gas and electric public awareness programs. Produced strategy and timely delivery of multichannel tactics to support customer, community, employee and regulatory education for gas and electric rate review proceedings.
- **Executive Communications:** Provides executive counsel on messaging and strategy. Crafts executive speeches, presentations and correspondence for customers, employees and officials.
- **Integrated Communications:** Developed and implemented content for web, social media, digital marketing and public awareness campaigns to align with strategy.

DIVISION MANAGER - Public Relations/Field Operations/Customer Service

Norwich Public Utilities/Apr. 1998 to Nov. 2009

Directed field and contact center customer service, communications, media and community relations activities for municipal provider of electric, natural gas, water, and wastewater services. Led a team of 45 customer facing employees.

- **Community Engagement:** Developed and implemented public participation campaigns to "rescue" the siting and construction of a 200' water tower, in addition to buy-in for neighborhood sewer projects.
- **Newsletters and Web Site:** Built and sustained customer electronic communications channels, including the organization's first website, bi-monthly customer newsletter and online implementation of a "Fish Cam" to promote the value of Connecticut's only fish elevator.
- **Strategy/Community Outreach/Cross Functional Teams:** Conceptualized and implemented annual public tours, engaging cross-functional teams to provide a "behind-the-scenes" look at historic and essential company facilities.

SCHEDULING/FORECASTING MANAGER

Boston Communications Group / June 1996 to November 1997

Managed resource planning for cellular call center answering 5+ million calls per month

CUSTOMER SERVICE MANAGER

Cox Communications / April 1986 to June 1996

Delivers excellence in customer service and call center management for evolving digital television provider serving 100,000+ customers, including leading a results-focused team of 75 staff in five remote facilities.

- Achieved highest national customer satisfaction ranking within enterprise.
- Received national recognition for call quality monitoring initiative from the National Cable Television Association