

John C. Pine

Marketing & Corporate Communications Manager

John Pine has extensive experience producing and implementing marketing and communications strategies for global companies for both external and internal audiences. With a strong background in international journalism and information technology, he has deadline-proven management, writing, editing and speaking skills that would best serve companies wishing to expand their reach.

Strategic Planning – Speechwriting – Communications Management & Execution – Copywriting & Editing – External Communications & Branding – Annual Reports – Media and Investor Relations

Federal Reserve

- Communications consultant for Federal Reserve IT's National Information Security Assurance (NISA) and Customer Relationship Management (CRM) groups. Current position

Department of Defense

- Senior communications lead for Deputy Under Secretary of Defense for Acquisition and Technology. Main focus was executive production of hybrid Internet/Intranet site for this department of 11,000 people.

Capital One

- News channel manager for Capital One's Information Technology division. Wrote, edited and produced IT-related news and information for internal audience. Served as webmaster for Capital One's IT intranet.
- Senior communications specialist for Capital One's Enterprise Customer Management program office, which worked to change an account-based corporate culture to one focused on the customer. This followed a year as communications consultant for US Card division, main profit engine of Capital One.
- Produced application that brought Capital One the top position in the 2005 InformationWeek 500, an annual list of the leading innovators in IT. Developed strategic communications plans for three corporate divisions – Corporate Reputation & Governance, Credit Risk Management, and IT – for 2005 to 2010.
- Wrote speeches & presentations for the CIO for internal and external audiences. Also crafted speeches for other executives, including the Capital One Auto Finance CIO for black history month.
- Communications lead for \$40 million program to build a non-Card lending platform. Wrote weekly team email delivered to 700+, administered an Intranet portal, and led change management communications.

ULiveandLearn

- Co-founder (1999) and editorial voice of this pioneering e-learning site. Involved in every aspect of the evolution of [ULiveandLearn](#), including corporate branding and marketing, investor relations and external communications (press releases, industry meetings, media placement), and strategic planning. Produce a weekly e-mail newsletter, Business Writing Tips from [ULiveandLearn](#), for a global audience.
- Developed and produced a catalog of online writing and communications courses, including executive-level programs on dealing with the media and making presentations and speeches.

Alcoa

- Researched, wrote and produced 60-slide ***This is Alcoa*** PowerPoint for use by corporate executives in making external presentations. Served as basis for overhaul in 2001 of Alcoa's corporate website.
- Author of letter to shareholders from CEO and ***Making a Difference*** illustrative story section for Alcoa's 2000 Environment, Health & Safety annual report. (Download from Website www.alcoa.com)
- Created Alcoa's AFL in Mexico site on urgent deadline in response to negative press about subsidiary.

Asylum Entertainment

- Devised Web strategy and wrote copy for the overhaul and re-launch of the site and collateral material of London-based electronic games producer [Asylum Entertainment](#). Worked directly with the CEO.

Global Crossing

- Wrote speech for Oct. 2000 delivery by Global Crossing division president to a London audience.

Global Public Affairs Institute

- Researched, edited and produced weekly newsletter (2001) covering developments in the world of corporate public affairs and global finance for the [GPAI](#), a New York-based non-profit founded in 1988.

Correspondent – Editor – Producer – Media Technologist

Reuters

- Directed the journalistic output of an international network of reporters, editors and photographers from regional headquarters in London, New York, Hong Kong and Nicosia.
- Being a senior editor on three continents required a deep understanding of the U.S., regional and global economies, with special emphasis on monetary policy, energy, trade, securities and commodities.
- Evaluated and assessed content and structure of stories for reliability of sources and extent of legal risk before transmitting directly to clients – brokerage houses, trading desks and investment banks; newspapers, radio and television networks; and government agencies.
- As a correspondent, covered Wall Street; Space Shuttle and Voyager programs; landed with U.S. Marines in Somalia; covered major trials, sporting events, Hollywood awards, presidential campaigns.
- As advance correspondent, coordinated highly praised coverage of the 1992 Olympics in Barcelona for Reuters. Responsible for a \$2 million, 100-journalist effort that came in under budget.
- Chosen by editor-in-chief for a 30-month assignment to guide a troubled global workstation project out of development before the existing system died. Also wrote user guides and trained trainers.

Professional Experience

Communications Manager Federal Reserve, National Information Security Assurance (Richmond, VA)	Oct. 2007-Present
Senior Communications Consultant Department of Defense, through CorpComm, Inc.	Aug. 2007-Oct. 2007
Senior Communications Consultant Capital One (Richmond, VA)	Sept. 2003-July 2007
Corporate Communications / Internet Consultant Pine Ink (pineink.com)	June 1998-Present
e-Learning company co-founder, chief operating officer ULiveandLearn.com, Inc. (uliveandlearn.com)	June 1999-Present
Journalist, Reuters (detailed Reuters resume available upon request)	1974-1998

Education

B.A., English Literature (*summa cum laude*) Fordham University, Lincoln Center 1989

Languages

Spanish (Intermediate) Russian (basic)

Professional Development

Member, Board of Directors, ULiveandLearn.com, Inc.	1999-2007
Member, Editorial Board, Innovate , peer-reviewed periodical Syracuse University	2003-present
S.I. Newhouse School of Communications (London) guest lecturer	Spring 1997
Instructional Technique for Trainers, GBS Training (London)	June 1996
Captain, Reuters Golf Society (first American elected to position)	1997

References Available Upon Request