

# CJ Maupin

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## Experience

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### **CJ Communicates, Ltd. Communications Consultant**

**New York • Paris • San Francisco  
1996—Present**

*Founded an international marketing communications practice providing strategic counsel and operational leadership to new and established enterprises facing organizational and marketing challenges. Sample engagements include:*

**Hewlett Packard** Designed and produced several large-scale events and collateral materials for the company's \$40 billion Personal Systems Group. Developed an internal and executive communications strategy and plan. Wrote speeches for division EVP and other senior executives.

**Eight, Inc.** Served as marcom counsel to this award-winning architectural design/customer experience firm. Wrote and published a book on strategy and created market segmentation for Citigroup's retail banking innovation team. Wrote customer experience and brand guidelines for Nokia retail stores and channel activities.

Other clients include:

**Adobe Systems  
Mairie de Paris  
Pearson, plc**

**Goldman Sachs  
NVidia  
PICNIC/Amsterdam**

**International Data Group  
Ogilvy Worldwide  
San Francisco Mayor's Office**

**Johnson & Johnson  
Palm Computing  
Sun Microsystems**

### **Ogilvy Worldwide Senior Partner, Executive Director Strategic Communications**

**New York  
2007—2009**

*Relocated to New York to join executive team as marketing leader with responsibility for executive and employee communications, events, and change initiatives.*

- Managed a strategy development process to redesign organizational structure and roles; launched new titles, responsibilities and rewards program.
- Designed the program/content for annual "Verge" partner conference; produced internal events for clients including IBM, Johnson & Johnson, Kodak, Kraft and others.
- Wrote speeches and developed presentations for CEO & Chair Shelly Lazarus, Chief Creative Officer & Vice Chair Steve Hayden, and other agency leaders.

### **Stone Yamashita Partners Strategist, Writer, Producer**

**San Francisco  
2004—2005**

*Joined this corporate change firm to lead the communications strategy practice and corporate events lab. Served as internal consultant/mentor across the firm's clients; led project teams for Gap, Inc. and TCCC.*

**Gap Inc.** Designed and directed a year-long, company-wide culture change initiative including a series of leadership summits for the company's top 150 executives; revamped and rolled out rewards and recognition programs; drove content and wrote speeches for large-scale analysts' briefing.

**The Coca-Cola Company** Produced a worldwide marketing leadership meeting in Paris; led strategy development for a Board of Directors-mandated corporate reputation & community engagement initiative; developed and produced an exclusive one-time experience, "the anti-conference for brand & design provocateurs."

### **Apple Computer, Inc./Apple Computer Europe Corporate Communications/Integrated Marketing**

**Cupertino • Paris  
1987—1996**

*Promoted to several positions with increasing strategic, managerial, geographic, and budget responsibility across marcom disciplines and around the world during a 9-year tenure.*

**Apple Computer, Inc./Apple Computer Europe (continued)**

**Director, Corporate Marketing Programs & Creative Services**

- Responsible for worldwide marketing programs including internal and external events, co-marketing, creative services/collateral, corporate ID, public relations; served on global marketing strategy body.
- Drove co-marketing programs with Paramount, BMW/USA, and EMI/Abbey Road Studios.
- Managed a staff of 25 and an annual budget of \$10+ million.

**Senior Manager, Corporate Communications, EMEA**

- Promoted/relocated to Apple's European HQ to lead corporate communications.
- Built a multi-disciplinary team responsible for executive and employee communications; sales conferences and incentive programs; management meetings; trade shows and events; and public relations.
- Led a multi-cultural, cross-disciplinary team and managed annual budgets of \$5+ million.

**Senior Speechwriter & Manager, Executive Communications**

- Recruited as speechwriter, researcher, and keynote producer for the CEO and executive management team.
- Designed and produced hundreds of keynotes, product introductions, and sales and employee events.
- Transformed speechwriting function into a marketing/messaging force creating high-profile visibility for the company and celebrity status for Apple executives.

**Other**

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**Public Affairs Consultant, Prismax Associates, Ltd.** Co-founded a community relations/campaign management firm in service of candidates & issues. Clients included **SF Mayor Art Agnos** and **U.S. Speaker of the House Nancy Pelosi**.

**Research Director/Account Executive, Solem & Associates, Inc.** Designed political polls, conducted focus groups, wrote copy for candidates, issue campaigns and government contracts.

**Congressional Aide, Constituent Communications, US Congressman M. Robert Carr** Responsible for constituent communications, legislative correspondence, and floor statements.

**Activities**

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**Advisory Board Member, PICNIC** Marketing and programming advisor to Amsterdam-based cross-media, multi-disciplinary conference and festival.

**Advisory Board Member, Commonweal & Friends of the Ganges** Communications advisor to a health, environment and youth programs incubator, and a group dedicated to restoring the health of the Ganges River.

**Press Officer, San Francisco Mayor's Office** Press officer for Gorbachev's state visit to San Francisco, 49ers Super Bowl victory parade, and Golden Gate Bridge 50th anniversary.

**Scriptwriter/Producer, Democratic National Convention** Produced teleprompter scripts at three conventions.

**Radio Personality, KUSF-FM** Hosted weekly radio show featuring music, news, and political programming.

**Awards** Communication Arts award for Gap Inc. corporate communication materials; ID Magazine recognition for unique conference proceedings book; Mercury Award for speechwriting.

**Education**

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**University of Massachusetts**  
**M.Ed. Program, School of Education**

**Amherst**  
**1977—1978**

Course work in educational/psychological testing, multicultural and community-based education. Teaching Fellow: Co-developed course, "The Future of American Education." Faculty Advisor: R. Buckminster Fuller.

**Michigan State University**  
**Bachelor of Arts, Justin Morrill College**

**East Lansing**  
**1975**

Graduated with honors. Emphasis in mathematics, political and social sciences. Michigan Mathematics and National Merit Scholarship Finalist. Resident assistant, student government representative, swim team.