

# **JAMES B. SENIOR**

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## **SUMMARY**

Executive writer/manager with expertise in delivering comprehensive sales promotion programs and thought leadership for a global information technology (IT) company using interactive events and seminars. Major strengths in winning industry credentials and awards programs that bolster profitable client relationships. Led PR team in business-to-business public relations to recast marketplace image and brand. Managed employee change communications to ensure compliance with new financial systems that saved \$400 million. Showcased IT services to clients that company also uses internally. Wrote client case histories and high visibility executive speeches to simplify technical topics for business decision-makers and promote thought leadership.

## **SELECTED HIGHLIGHTS**

### **SALES PROMOTION**

- Promoted sales of new products to potential buyers through collateral, presentations and media. For example, Clear Path mainframe servers that yielded hundreds of millions in profits and re-energized the company's mainframe marketplace position.
- Positioned sales team to win order using client targeted video podcasts to senior management at merging airline to provide insights into merger and acquisition services. Demonstrated solidarity and support during merger, sharing tips and techniques.
- Won more than 40 major Computerworld Honors awards for key clients including Blue Cross and Blue Shield, Maimonides Hospital, The Getty Foundation, New Scotland Yard, and Swiss Post. Delivered an estimated \$150,000 worth of public relations and advertising that fostered closer client relationships and produced dozens of case-histories to win new clients.
- Gave platform to sales teams by attracting investments of estimated \$100,000 from alliance partners. Teamed with major software companies to get funding to place company executives in product introduction media, aimed at customers and prospects. Showcased Unisys use of alliance partner solutions and its own gear, e.g. servers, benchmarking tools. Placed features in two leading trade magazines targeted at clients.

### **THOUGHT LEADERSHIP**

- Improved brand image by founding IT Professional Forum to bring together technology experts and business professionals. Launched annual Unisys Technology Conferences and tech/biz authors program to align technology with company business objectives. Moderated conferences and recruited speakers, including a continuing lecture and panel series at the University of Pennsylvania Wharton and Engineering Schools.
- Spread thought leadership to stakeholders and industry gurus. Promoted and helped to publish more than 12 books by tech and business employee authors that increased Unisys credibility and led to joining MIT Consortium. Collaborated with Addison-Wesley Publishing and edited book proposals and manuscripts and promoted books.

### **PUBLIC RELATIONS**

- Revised company PR content to focus on business customer needs and services. As corporate managing editor for global PR group, produced more than 50 top-tier industry and business press hits annually to build brand and leadership credentials through case-based articles in journals including CIO Magazine, Wall Street Journal and Forbes.
- Saved thousands of dollars through effective negotiations in crisis management situations working with legal, sales account executives and PR colleagues.
- Led United Way campaigns with communications and PR support, helping to raise more than \$1.4 million from employee and company contributions. Actively involved in community outreach on topics such as Green IT and the history of IT industry.

**PROFESSIONAL EXPERIENCE CONTINUED****CORPORATE SPEECHES**

- As chief corporate speechwriter for CEO and other senior management, developed compelling executive messages, e.g. How to apply *Meeting of the Minds Outsourcing*. Projects focused on numerous global external venues including International Users Meetings, Press Briefings, keynotes at major industry associations, analyst presentations, Wharton Technology Conference keynotes with follow-up press interviews.

**EMPLOYEE COMMUNICATIONS**

- Established employee buy-in to embrace and use new programs to reduce costs by \$400 million and enable company to achieve simple standard financial processes and showcase solutions to clients. As communications lead for global enterprise resource management initiative, and IT communications director, developed web site based internal change management communication initiative to provide regular progress reports. Provided constant communications to ensure that functional business professionals validated and used the new financial systems.
- Wrote, directed and produced web-streamed global film that attracted more than 3,600 viewers on the first showing. The program, *Six Sigma Lean: What's in it for you? What's in it for Unisys?* featured customers and employees across the world on how Six Sigma methods could boost efficiency.

**EXPERIENCE****UNISYS, Blue Bell, PA**

**Director, Information Technology Communications** (1996 - 2008)

**Corporate Managing Editor, Global Media Relations and PR** (2001 - 2004)

**Corporate Speechwriter, Executive Marketing Communications** (1990 - 2008)

**Director, Marketing Literature and Sales Promotion** (1985 - 1990)

**Director Internal Communications** (1983 - 1985)

**EDUCATION & PROFESSIONAL DEVELOPMENT**

**MA, English**, Villanova University, Villanova, PA

**BA, English**, Temple University, Philadelphia, PA

**Company sponsored training:**

- Executive Six Sigma
- Unisys Management Effectiveness
- New York University Speechwriting
- Executive Leadership
- Unisys Finance Industry Program, The Wharton School, University of Pennsylvania

**MEMBERSHIPS**

Public Relations Society of America (PRSA)

**HONORS**

Awards for executive film production, writing/editing: CINE Golden Eagle; New York Film Festival Silver Medal (2); Chicago Film Festival; International Association of Business Communicators Award of Excellence; Philadelphia Chapter of the Business/Professional Advertising Association Bell Ringer Award; more than 19 Unisys and Sperry corporate Achievement and Journalism Awards.