


ROBIN SMITH

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CORE CAPABILITIES

Organizational & Advisory

Strategic Analysis & Executive Advisory
Organizational Design
Change Management Strategy
Leadership Communications & Advisory
Board & Executive Briefings
Talent & Culture Strategy
Employee Experience & Engagement

Strategic Communications

Executive & Stakeholder Messaging
Public Affairs & Government Engagement
Crisis & Change Communications
Public Relations & Media Strategy
Content Development
Editorial Collaboration
Thought Leadership Strategy

Marketing, Brand & Digital

Brand Strategy & Positioning
Narrative Development
Digital Content Strategy
Channel Strategy (Internal & External)
Communication Platform Management

EDUCATION

B.A. English and Communication

Summa Cum Laude
William Jewell College

Graphic Design Certification

Kansas City Art Institute

Professional Development

The Wharton School-Univ. of Pennsylvania
Removing Barriers to Change
Stanford University
Organizational Analysis

CAREER HIGHLIGHTS

Trusted advisor to executive leadership teams and C-suite executives providing counsel on enterprise communications, leadership messaging, and organizational change while helping senior leaders navigate cross-functional and enterprise-wide impacts.

Partner with clients across corporate, civic, and nonprofit sectors to deliver comprehensive communications strategy, including brand positioning, internal and external messaging, public relations, and content development. This work frequently includes digital modernization efforts—such as mobile-optimized content, multimedia storytelling, and channel strategy—to improve engagement, clarity, and reach.

Conduct board-level strategic assessments, most recently for a nationally recognized science and education organization, including a marketing strategy review to support visitor growth and an evaluation of statewide leadership-development programs tied to a \$10M capital campaign; findings were shared with the Board and executive branch state leadership (in support of Kansas STAR Bond efforts).

Has partnered with executive leadership of a major public institution to redesign its organizational structure, including new roles, job profiles, and reporting models, and advised on change-management strategies to support adoption and long-term effectiveness.

Led crisis communications during the COVID-19 disruption, developing employee-facing messaging related to workforce impacts, emergency remote-work enablement, operational disruptions, and evolving health and safety expectations, while supporting sustained executive leadership communications.

PROFESSIONAL EXPERIENCE

Howe Street Group

Partner

February 2021 to Present

- Serves as a partner at a consulting firm specializing in public affairs, strategic communications, and nonprofit strategy, advising corporate, civic, and nonprofit clients on high-visibility, high-impact initiatives.
- Serves as a senior strategic advisor to executive leaders and boards, providing counsel on communications strategy, leadership messaging, stakeholder engagement, organizational change, and reputational considerations.
- Designs and delivers integrated communications solutions across client engagements, including brand and messaging frameworks, executive communications, public relations support, and content development across digital and traditional channels.
- Produces board- and executive-level strategic assessments, presentations, and briefings that synthesize research, stakeholder input, and strategic analysis into clear recommendations and decision-ready insights.
- Leads change-management and organizational advisory work, partnering with leadership teams to design engagement strategies that support adoption, alignment, and sustained performance.

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PROFESSIONAL EXPERIENCE (continued)

Hallmark Cards, Inc.

Strategic Communications Manager, Public Affairs & Communications

May 2016 - February 2021

- Served as a trusted strategic advisor to executive leadership teams and C-level executives, providing counsel on department-wide and enterprise communications strategies, leadership messaging, and organizational change across large, global functions.
- Led the company's internal communications strategy, overseeing enterprise messaging related to employee experience, benefits, workplace technology deployments (including Microsoft 365), and culture initiatives, while ensuring clarity and consistency across global audiences.
- Acted as a central conduit of enterprise insight, helping senior leaders understand cross-functional initiatives, assess organizational impacts, and align messaging and decisions with broader company priorities.
- Led crisis communications during the COVID-19 disruption, developing employee-facing communications related to workforce impacts, emergency remote-work enablement, operational disruptions, and evolving health and safety protocols.
- Partnered closely with senior leaders in Human Resources and Information Technology to design and deliver communications that supported large-scale change initiatives, workforce transitions, and sustained leadership credibility.

Cerner Corporation (2005 to 2016)

Senior Manager, Talent Development, Community Investments and Recruitment Marketing

2010-2016

- Led global employer brand and recruitment marketing strategy, articulating Cerner's employee value proposition across digital, experiential, and thought-leadership platforms to support talent acquisition in the U.S. and international markets.
- Oversaw workforce development and talent pipeline strategies, including intern and apprentice programs and partnerships with K-12, post-secondary institutions, education nonprofits, and economic development organizations.
- Led and scaled a global student associate program serving 300+ participants annually, managing a ~\$3M budget and delivering record program outcomes, including hosting more than 150 highly competitive computing and technology interns in a single year.
- Directed strategic community investment initiatives aligned with corporate growth priorities, optimizing measurable outcomes in health and wellness, technology education, entrepreneurship, and jobs-based economic development.
- Represented Cerner in regional workforce and economic development initiatives, collaborating with civic leaders, education partners, and public-sector stakeholders.

Strategist, Federal Government & Industry Relations

2008 - 2010

- Served as a registered federal lobbyist, engaging with federal, state, and local elected officials, industry partners, and policy organizations to advance healthcare and health IT policy priorities.
- Managed corporate compliance for lobbying and campaign finance activities and oversaw the Cerner Political Action Committee (PAC).

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PROFESSIONAL EXPERIENCE (continued)

Senior Coordinator - Executive Events

2007 to 2008

- Developed content and coordinated logistics for executive-level events and national thought-leadership engagements, including Cerner's participation in the 2008 Republican and Democratic National Conventions.

Solution Delivery Consultant

January 2005 to February 2007

- Advised healthcare organizations on workflow analysis and change adoption to support successful implementation of Cerner technology solutions.

Federal Congressional Campaign

Finance Director

January to November 2004

- Managed federal congressional campaign finances totaling more than \$1.6M, ensuring strict compliance with FEC regulations, reporting requirements, and campaign finance law.
- Partnered with the candidate, campaign leadership, and legal counsel on fundraising strategy, financial operations, and high-security political events, including coordination with White House advance and U.S. Secret Service teams.

WORK SAMPLES & REFERENCES

References, select work samples and case examples are available upon request.