

MARK G MURRAY



**Executive Speechwriter
+ Creative Director**

phone +1.214.354.6482

email connect@markgmurray.com

wordpress markgmurray.com

address 9904 Ila Dr, Dallas, TX 75220

professional statement

Communications partner with extensive multinational experience crafting interpersonal and digital CEO and C-Suite content. Expertise in designing global external + internal program strategies mapped to brand promise, organizational vision, key objectives, long-term goals, and audience desire. Excellent writing, event theming, visual ideation, graphical storytelling, environment design, and narrative skills. Natural collaborator.

education

- The American Film Institute
- The Travel Institute
- The University of Idaho

more

- IABC Gold Quill Winner – Writing
- Member, Association of Journalists and Authors
- Owner, A Thousand Worlds

references (on request)

Christopher D Young

EVP, Biz Dev, Strategy and Ventures – Microsoft

Michael Marto

President & CEO – Executive Visions, Inc.

Allison Cerra

CMO – Alkami Technology

Giulia Mucciarelli

Creative Director – NVIDIA

Lisa Stevens

Executive Producer – InVision Communications

professional experience

MGMURRAY CONSULTING, LLC – Dallas, TX

Oracle, Creative Director – 2022-2023

Under contract to partner with the Creative Director to design enticing, immersive audience activation moments across the attendee journey, relying on sequential engagement of all physical properties, including light, layering, and movement; embody the Oracle brand promise and event objectives by designing main stage keynote graphics for five executives across 17 screens totaling more than 500' in width; provide scripting and storyboarding for Partner Summit video; provide creative direction and graphics mapping for opening moment centered on a performer engaging in real time with animations and video unspooling across more than 700' of screens enfolding the audience on three sides of the vast auditorium

Novavax, Brand Consultant– 2021-2023

On retainer with Corporate Affairs to oversee development and launch of the company's first-ever intranet featuring more than 40 organizational and functional sites using a bespoke design system; create more than 2,000 graphics and style guide to codify the look and feel of the new brand; work with internal and external stakeholders to define and launch the company's first-ever mission + values as it transforms from a purely R&D organization to a fully commercial vaccine-producing enterprise; collaborate with external creative agencies to manifest new brand expression in a new company HQ building in Gaithersburg, MD, and new global campus properties in the Czech Republic and Sweden; and work with the CHRO to prepare NDA company BOD content

McAFEE – Plano, TX

(Cybersecurity software and services company with \$2.9B in annual revenue, headquartered in San Jose, CA.)

Office of the President – Senior Manager, Executive Communications and Creative Producer – 2017-2021

INTEL– Plano, TX

(Semiconductor chip manufacturer with \$63B in annual revenue, headquartered in Santa Clara, CA.)

Executive Speechwriter and Internal Communications Program Manager – 2014-2017

Responsible for end-to-end CEO communications, including internal content (Employees, BOD, JVs, VCs) and external engagement (Customer, Partner, Government, Press, Media, Financial Analyst Community); craft masthead internal communications to ELT, sales, marketing, and operations work groups; design and manage integrated touchpoints strategy across social media strategy like Twitter (now X), LinkedIn, and Facebook), as well as blogs, OpEds, and bylines; envision and produce annual external main stage and internal keynotes; provide research and editorial guidance to two books (The Second Economy and The Cybersecurity Playbook)

SABRE – Southlake, TX

(Travel technology distribution company with \$3.9B in annual revenue, headquartered in Southlake, TX.)

Manager, Executive Communications, Brand Marketing – 2010-2014

Principal, Executive Communications, Customer Marketing and Product Marketing – 2001-2010

Individual Contributor, Product Marketing – 1997-2001 (A division of American Airlines, 1997-1999)

Shape and direct external and internal executive communications programs for global leadership team managing more than 4,500 employees, plus cross-BU support and special projects through the corporate office for an additional 5,500 employees in 60 countries; support 14 C-level (including CEO, Presidents and Group Presidents) or EVP leaders, seven Presidents or General Managers, 17 SVPs, 24 VPs, and more than 30 Senior Directors or Directors; aligned with executive voices to enliven nearly 100 external and internal leadership communications annually in the Americas, more than 25 in Europe, the Middle East, and Africa, and Asia-Pacific, and for multiple initiatives at the behest of Congressional sub-committees, and the Departments of Transportation (DOT) and Justice (DOJ)

Pro Bono Communications – Dallas, TX

Executive Keynotes, Videos, Editorial Content, Social Media, Graphics, and Illustrations – 1997-

National Public Radio (KERA); Boston College Center for Corporate Citizenship; The Dallas Opera; The Dallas Symphony Orchestra; Business Council for the Arts; Leadership Arts Institute; On My Own Time; Big Thought