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# KRISTY BALLENTINE

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## DIRECTOR, STRATEGIC COMMUNICATIONS

Strategic Communications • Executive Visibility • Reputation Leadership • Integrated Campaigns

Strategic communications and marketing executive with 15+ years leading enterprise communications, executive thought leadership, and brand reputation programs across global healthcare and technology organizations. APR-accredited leader skilled in shaping enterprise narratives, advising senior executives, managing complex issues, and delivering data-driven communications strategies that strengthen trust, clarity, and organizational alignment.

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## CORE SKILLS

- Strategic Communications
- Executive Communications
- Enterprise Narrative Development
- Reputation Management
- Integrated Communications Strategy
- Internal Communications
- External Communications
- Media Relations
- Crisis Communications
- Change Management
- Thought Leadership
- KPI Reporting & Analytics
- Content Strategy
- PESO Model
- Stakeholder Engagement
- Cross-Functional Leadership
- Healthcare Communications
- Corporate Social Responsibility
- DEI Communications

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## **PROFESSIONAL EXPERIENCE**

### **Ascom – Morrisville, NC**

#### **Sr. Director, Marketing & Communications | 2021 – Present**

Led strategic communications and marketing for a global healthcare technology company. Serve as senior advisor to executives and architected enterprise-level messaging, brand reputation strategy, and integrated communications programs.

#### **Strategic Communications & Enterprise Narrative**

- Developed and executed multi-year communications strategy aligned to enterprise priorities
- Created messaging frameworks for recalls, cybersecurity incidents, supply chain issues, and workforce changes
- Strengthened organizational clarity through consistent internal communications, town halls, and leadership messaging

#### **Executive Communications & Thought Leadership**

- Built executive visibility platforms including Forbes articles, keynote scripts, and LinkedIn strategies
- Supported senior leaders with messaging for transformation, crisis, and organizational change

#### **Data-Driven Communications & KPI Reporting**

- Implemented communications dashboards and analytics to measure performance across PESO channels
- Initiated and led brand study and audience research to inform enterprise messaging and strategic planning

#### **Integrated Communications & Cross-Functional Leadership**

- Directed integrated campaigns across product, sales, HR, IT, and global teams
- Launched new enterprise tools including Intranet, workflow systems, and email automation

#### **Key Achievements**

- Increased social media followers by 50%
- Generated 1,000+ MQLs per campaign

- Quadrupled video output and expanded content library
  - Drove 30+ annual customer center visits to accelerate pipeline conversion
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## **Lenovo – Morrisville, NC**

### **Director, Global Integrated Communications | 2018 – 2021**

Led global reputation, executive visibility, and integrated communications for the world's #1 PC company

- Increased reputation score by 1.5 points and earned media score to 140
- Built StoryHub, a global content newsroom reaching 100,000+ monthly views
- Developed thought leadership platforms for CEO, CIO, and CMO
- Led communications for DEI and CSR initiatives, including first Diversity & Inclusion Report
- Aligned 200+ global communicators around shared tools, messaging, and measurement

### **Sr. Manager, Global Communications | 2006 – 2018**

- Managed communications for \$2.91B Motorola acquisition and 9+ additional M&A initiatives
  - Led crisis and issues response for restructuring, environmental performance, malware/security, and product safety
  - Directed media programs for global product launches and major events.
  - Secured AP-syndicated global coverage in 200+ outlets
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## **Duke Energy – Raleigh, NC**

### **Communications Specialist | 2005 – 2006**

- Managed internal and external communications for nuclear operations
  - Led crisis communications and public awareness campaigns
  - Supported community relations and stakeholder engagement
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## **Wayne County Public Schools – Goldsboro, NC**

### **Director of Public Information | 2004 – 2005**

- Directed all district communications for 22,000+ students
  - Managed crisis communications for school safety, race, and diversity issues
  - Provided executive communications support and media training
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## **Early Career**

Reporter, WNCT (NC) & WLAJ (MI)

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## **EDUCATION**

MBA, University of North Carolina at Chapel Hill – Entrepreneurship  
MA, East Carolina University – English & Professional Communication  
BA, University of North Carolina at Chapel Hill – Journalism & Mass Communication

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## **TECHNICAL SKILLS**

Adobe Creative Suite • Canva • Meltwater • Sprinklr • Sprout • Dynamics 365 •  
SharePoint • Monday.com • Google Analytics • Constant Contact • MailChimp •  
WordPress • Microsoft 365 • ChatGPT

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## **LEADERSHIP & COMMUNITY IMPACT**

PRSA NC – Led PR for Good team to volunteers working with NC nonprofits for PR support (Gabi's, WakeUp Wake County, Women's Center, Visit NC Farms, Augustine Literacy Project)