

Julie O'Rourke Well

Executive Summary

With more than 25 years' experience in public relations and organizational communications, Julie Well develops strategies, messages, content and tools to help clients advance change and connect with their most important audiences. She works closely with corporations, associations and agencies – and their key stakeholders – to dig into critical issues, analyze audience needs and deliver the best communication solutions. Her experience combines strategy, content and execution of communication projects ranging from internal and leadership communication to thought leadership, community relations and event planning. Since 2010, Julie has concentrated in corporate and change communications, developing programs and content to support the goals of clients such as Deloitte, IBM, McDonald's Corporation, NetApp, Northwestern Mutual, Tenneco and ViON Corporation. She is certified in change management from Prosci, an independent research organization whose methodology, approaches and techniques are used by more than half of Fortune 100 companies.

Professional Experience

- Danbridge Communications, LLC, Oconomowoc, WI, President
- ProHealth Care, Inc., News and Government Relations Strategist
- Bridgewell Communications, Naperville, IL & Oconomowoc, WI, President
- Golin/Harris Communications, Chicago, IL, Account Group Supervisor
- Hill and Knowlton, Inc., Chicago, IL, Account Executive

Key Accomplishments

- In 14 years of consulting for **Northwestern Mutual**, designed and implemented various programs targeting home office and field force audiences, including:
 - Change and communication strategy to support long-term transformation and drive adoption of Planning the NM Way, the company's process for financial representatives to help clients achieve financial security. This included:
 - Developing a **Network Office Implementation Guide** and **Leader's Guide** to increase understanding and adoption of planning
 - Creating and executing a **Network Office Promotional Pilot** in 18 network offices
 - Creating presentations, digital kits and other communication tools to engage home office and field leaders in understanding/promoting the planning process in their offices
 - Collaboration of a 45-member team to imagine, design, produce and promote the **Permanent Life Insurance in the Plan** interactive training and sales kit

- Success-story displays and e-newsletter articles to drive change and support a “OneIS” strategy to unify teams in **Information Systems**.
- Visual vision statements for the **Human Resources Talent Division** and **Diversity and Inclusion** team with internal leaders, influencers and teams.
- Developed and executed a plant communications assessment model and framework, as well as consulting on communications with leaders at individual plants, in support of employee engagement at **Tenneco**.
- Created and executed change messaging and sales enablement strategy for **ViON Corporation**, a privately held system integrator, to move from a no-charge to a fee-based model for Professional Services.
- Created and executed change communication strategy for **NetApp US Public Sector** professional services sales team to engage and educate its internal sales force, including developing key messages, collaborating and delivering on three internal webcasts, and producing and distributing seven internal videos.
- Developed **Community & Southern Bank’s** change communication plans and tools designed to unify employees around a new brand, culture and business strategy resulting from the merger of five local banks.
- Developed and executed change communications to support a new learning curriculum in the **Deloitte** audit division, including communications strategy, content development and approval process.
- Managed a global writers’ network, developing intranet content to support an SAP implementation and encouraging adoption of new work processes for the worldwide fulfillment division of **IBM**.
- In a 10-year relationship with **McDonald’s Corporation**, provided communication counsel and support including:
 - Managed and edited monthly **HR** newsletters and briefings to support the company’s People Strategy and drive behavior change among regional human resources staff.
 - Developed and edited the **Restaurant Solutions Group** “Global Restaurant Report” management journal and Quarterly Reports to share best practices with the global management team.
 - Developed and executed *Innovations!* magazine to help Asia Pacific middle managers better understand the global organization and how to operate restaurants most effectively.

- Developed thought leadership white paper content for various clients:
 - “Prescription for Effective Change” white paper highlighting concepts of **GE**’s Change Acceleration Process and positioning its Performance Solutions Group as experts.
 - **ORBIS Corporation** automotive industry position paper, “Optimizing the Supply Chain with Returnable Packaging,” showing how the company’s product streamlines manufacturing and reduce costs.
 - “Driving Results with Diversity of Thought,” featuring CEO interviews, the fourth research report from **Milwaukee Women Inc.**, seeking to increase leadership diversity in Wisconsin’s Top 50 corporations.

Education

- B.A., Journalism, The Ohio State University, Columbus, Ohio

Certifications and Affiliations

- Prosci Change Management Certification (prosci.com)
- Communications Committee Co-Chair, Association of Change Management Professionals (acmpglobal.org)