

EMILY PORTER

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EXPERIENCE TIMELINE

The Porter Authority
2010 - Present
Strategy + Execution Consultant

Allianz
2003 - 2010
VP, Communications,
Community Relations +
Charitable Giving, Allianz Life

VP, Marketing,
Allianz Global Assistance

Applix (now Cognos)
2001 - 2002
VP, Marketing

Idealab
1999 - 2001
Start-Up Consultant
VP, Marketing, Refer.com

American Express
1994 - 1999
Director, Public Affairs
Sr. Manager, Public Affairs

American Society of Travel Agents
1989 - 1994
Asst. Director, Public Relations
Sr. Manager, Public Relations

PROFILE

I love growth + change. I drive strategies through marketing, engagement + communications; change + behavioral methodology; data + analysis; + inspiring leadership. Also, I'm a provoker of mass collaboration + creative problem-solving.

THE PORTER AUTHORITY SERVICES

- Strategy, Planning + Execution
- Branding, Marketing + Engagement
- Human Behavior + Organizational Effectiveness
- Culture Shifts, Transformation Strategies + Change Plans
- Communications, Presentations, Visuals + Content

Clients include: Abbott, Altria, American Refugee Committee, Best Buy, Dashe, Johnson & Johnson, MoneyGram, Target, Thrivent, Travel Leaders, UnitedHealth Group, University of Minnesota, UMPHysicians, XYZ University.

A FEW CAREER HIGHLIGHTS



Developed powerful marketing + content strategies, integrating customer (CX) and employee experiences for American Express, Allianz, Applix + Idealab.

Increased revenue by 18% for Allianz Global Assistance by building high-performing team, creating new brand, products, capabilities + results-oriented marketing. Transformed culture. Co-founded industry association.

Led highly successful Change + Communications for a \$100m ERP system upgrade affecting 75,000 people (all students/faculty/employees) at U of MN.

Raised record-breaking donations + created long-lasting engagement program for the American Refugee Committee while leading the Public Affairs team as an interim executive during biggest crisis in their history (Haiti).

Exceeded MoneyGram's ROI goals with successful Communication + Change initiative to rebuild credibility + influence behavior after a \$40m ERP implementation. Also created global process flows, set KPIs + restructured Global Technology + Operations organization.

Redesigned Thrivent's approach to employee communications + engagement, aligning with new brand + shifting culture from obedient to more proactive.

Co-founded refer.com, creating brand, mission + marketing strategy. Raised \$11m in venture funding. Led exit strategy when market crashed.

EDUCATION

Certificate in ToP Facilitation Methods + ToP Strategic Planning ~ Graduate courses in Communications, Writing + Anthropology, University of Minnesota, Georgetown University + American University ~ Edward Tufte Seminar on Presenting Data ~ Project Management Certificate, University of Richmond ~ Advanced Crisis Communications + Media Training Certificates, Michael Sheehan + Associates ~ BA, English, VA Commonwealth University