

ATTACHMENT A

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Possess a strong business and marketing acumen with a clear sense of purpose and urgency when faced with diverse situational challenges. Skilled at improving government and media relations, influencing public policy, building relationships with stakeholders and establishing a working rapport with customers, media, trade association leaders and elected officials.

Core qualifications include:

- Strategic Internal and External Communications Planning
- Creative Branding & Marketing Communications
- Crisis Communications
- Influencing Public Policy & Government
- Managing Industry Consultants to Influence Policies
- Strategic Public Policy Partnerships & Alliances

Personal Strengths:

Ability to partner with cross-functional senior-management teams, quickly revise strategies to ensure continued progress towards corporate goals, undertake new or unique challenges, and build/maintain productive relationships within multi-cultural environments. Superior planning, organizing and project management skills.

Waste Management, Kirkland WA (2017-Present) -Senior Manager, Public Sector Services

Manage and guide Public Sector Team of 4 professionals in Puget Sound area on municipal waste disposal and recycling bids and account maintenance. Team manages book of business more than \$50 million annually.

- Develop and maintain relationships with key stakeholders. This includes staff and elected officials from assigned jurisdictions, as well as internal company departments.
- Monitor contract performance, submittals, and expenditures for compliance with contract requirements.
- Represent WM at city council and board meetings on a regular basis. Presents contract status updates and answers questions from elected officials as needed.
- Prepare reports by collecting, analyzing, and summarizing information regarding contractor performance, contract expenditures, etc. for reporting to management, team members, and customers.
- Ensure compliance and stays abreast of all laws, rules and regulations applicable to the Area's municipal operations, and adherence to overall Corporate governance and business integrity standards.
- Manage contract negotiations and drafting of municipal contracts and amendments.
- Evaluate existing municipal contracts for new business opportunities.

Freedman Resume

- Participate in strategic planning for municipal business within Area.

Waste Management, Kirkland WA (2011-2017) -Senior Communications Manager

Establish, manage and coordinate regional strategic public relations plans for the largest environmental solutions provider in the Pacific Northwest and North America. Manage vendors, budgets and serve as official company spokesperson. Report to area director.

- Increase earned and paid media coverage through the institution of a strategic media relations program, which includes serving as media contact: pitching stories to local and regional media, including new media: writing press releases: providing print and broadcast interviews and developing media materials such as fact sheets and press kits.
- Provided executive leadership with strategy, talking points, messaging during extensive labor negotiation and union strike, served as official company spokesperson. Instituted strategic internal communications plan that included: email updates, intranet postings and employee newsletters.

Washington Dental Service Foundation, Seattle, WA (2009-2010) -Senior Program Officer

Established, managed and coordinated strategic public affairs and public relations program for the largest dental insurer in Washington State. Managed vendors, \$300,000 budgets and reported to chief executive officer.

- Developed and executed a contentious public health policy program that involved building strategic relationships with staff in government agencies, foundations, organizations and policymakers to effect oral health policy change in Washington State and at the federal level.
- Translated complex research results and scientific information into user-friendly communications tools that included: story pitches for targeted media, press releases, frequently asked questions documents, fact sheets, spokesperson training and messages.

Resource Media, Seattle, WA (2004-07) -Program Director

Provided strategic communications and media outreach services to diverse groups of clients, ranging from campaigns to individuals. The work resulted in greater protections for the environment and public health through public policy change. Reported to chief executive officer.

- Drafted communications tools that included: media strategy and outreach, public opinion research, message development, branding, materials development and production, communications assessments and crisis communications.
- Created several story pitches and opinion editorials that resulted in extensive media coverage in the Washington Post, San Francisco Chronicle, Sacramento Bee, Associated Press, Seattle Post Intelligencer, Seattle Times, Tacoma News Tribune, trade publications, radio and television.

Microsoft, Redmond, WA (2001-04) -Public Relations & Public Affairs Manager

Established and directed public relations program with a specific focus on building awareness with educators, partners and policymakers for the world's largest software company. Managed vendors, \$600,000 budgets, media spokesperson and reported to general manager.

Freedman Resume

- **Developed communications products for internal and external audiences that included: press materials, crisis communications plans, talking points, messages, spokesperson training, frequently asked questions documents on products, services and research, which resulted in an agile data-driven public relations division.**
- **Received Microsoft Corporate Award for "Outstanding Leadership and Cross-Company Collaboration" for bringing diverse stakeholders from across the company together to create and execute public relations strategies that garnered national media attention.**

Other Professional Experiences

Casey Family Programs, Seattle, WA (1997-2001) - Senior Communications Officer

Clinton Administration Immunization Initiative, Washington DC (1994 -1995) - Program Manager

National Democratic Institute, Washington DC (1993-1994) - Program Manager based in Romania

President Clinton Advance Team, Washington DC (1991-1992) - Advance Team

EDUCATION, TRAINING

BA, Political Science, The Ohio State University, Columbus, Ohio 1986

Customer-Focused Sales and Marketing Training