

Michelle E. Slade
Ph: 415-215-1521
michelle@sladecommunications.com

SUMMARY OF QUALIFICATIONS

- More than fifteen years of written communications, media relations, corporate communications and financial public relations experience both on the consulting and client side, and as a business editor, across a range of industries including real estate development, environmental, biotechnology, sports events (focus on sailing) and recreation.
- Proven expertise in all aspects of written communications, including the production of award-winning annual/quarterly reports, corporate presentations, press releases, corporate newsletters, web content and management.
- Skilled at developing and communicating complex corporate messages and positioning for both domestic and international financial and media constituencies.
- Solid strategic planning and organization skills.

FREELANCE EXPERIENCE

1999 – 2008 Public Relations & Media Strategies Consultant

Currently perform a broad range of public relations, written communications and media activities for clients including Jeffrey Scott Advertising (San Francisco), Waste Management (Oakland, Calif.), IntraCorp (San Francisco), NTC Development (San Diego, Calif.), Keefe Kaplan Marine Inc. (Pt. Richmond, Calif.), Surfrider Foundation (Ventura, Calif.), St Francis Yacht Club, HIHO (Tortola BVI), and the Norway Day Festival (San Francisco, Calif). Sailing columnist for the Marin Independent Journal.

1996 - 1998 The Financial Relations Board, San Francisco - Account Executive

Developed and managed financial public relations programs for corporate clients primarily in the biotechnology and healthcare sectors, and also in the multi-media and semiconductor industries.

- Overall client account management: positioning to investment community, written communications, program planning, market intelligence and media planning for clients with goal to build shareholder value and increase visibility in investment community.
- Produced written materials for clients including earnings and news releases, annual reports, corporate profiles, corporate presentations.
- Coordinated media programs with focus on business and financial media, and trade media.

1993 - 1995 SciClone Pharmaceuticals, Inc., San Mateo, CA - Manager, Corporate Communications

Managed corporate communications program including investor relations and public relations initiative for international biopharmaceutical company.

- Reported directly to CEO and CFO - provided strategy consultation and direction for all communication activities.
- Established investor relations department and strategy.
- Developed corporate presentations for financial conferences and investor meetings and coordination of investor meetings.
- Developed and implemented publicity and media relations program domestically and in company's target Asian markets.
- Responsible for production of annual and quarterly reports, press releases, corporate videos and articles on the company. Company's 1994 Annual Report won major industry award.

EDUCATION

Massey University, New Zealand, BA. Humanities
New Zealand Polytechnic, Diploma in Broadcast Journalism
New Zealand Teachers Training College, Teaching Credential

INTERESTS

Sailing, windsurfing, snowboarding, running, cycling, tennis, traveling, languages, writing
Board Member, WISE SF/Bay Area (Women in Sports and Events).

