

CHARLES BUTLER

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PROFESSIONAL SUMMARY

Strategic Communications executive with a firm grasp of corporate messaging and branding. Significant experience in applying corporate branding and positioning with media, investment community, customers and internal audiences. Possesses a strong work ethic, as well as exceptional writing, editing and research skills.

SKILLS

- Analytical thinker
- Excellent interpersonal skills
- Strategic Communications
- Effective leader
- Crisis communication
- Brand development and management
- Senior Management Advisor
- Investor Relations
- Media relations
- Strong written and verbal communication skills
- Strategic management

WORK HISTORY

01/2004 to Current

Vice President

Exelixis, Inc – South San Francisco, CA

- Lead all communications activities including public relations, corporate relations, investor relations, internal communications, thought leadership and interactive activities
- Serve as primary advisor to CEO, CFO and senior management on messaging, positioning and communications strategy
- Develop annual strategic communications plan including unique tactics, thought leadership platforms, social media and media outreach plans
- Translate complex financial and scientific information to analysts, investors and media
- Draft key documents including press releases, call scripts, Q&As, earnings releases, slide decks, message track and others
- Prepare and rehearse CEO and management team for media announcements and other public announcements
- Collaborate with the commercial and market access teams to align communications and marketing initiatives
- Develop and maintain numerous relationships with media, investors and analysts.
- Serve as primary external spokesperson to media, investors and analysts
- Sit on cross-functional Disclosure Committee to certify appropriate disclosure of company non-public information
- Develop and execute annual investor targeting program to support multiple public equity and debt offerings
- Served as the primary point of contact for incoming media calls, including requests for meetings and interviews with company executives and experts.
- Responsible for content development for interactive properties including extra-/intra-nets, specialty websites
- Draft post-event evaluations, compiled results and recommended changes for future events.
- Leverage technical resources to design and create campaign deliverables, including annual reports and corporate and executive slide decks
- Oversee and adhere to the communications department budget.

01/1996 to 01/2003 **Managing Director**

Ogilvy – London

- Managed the London-based healthcare PR group with client management and business development responsibility
- Team leader for the launch of major brands for Merck and other large pharmaceutical companies
- Increased revenue for London Healthcare PR group from <\$100,000 to ~\$5,000,000 in revenue
- Managed team of 25 communications professionals
- Practiced 360 Degree Brand Stewardship® emphasizing an integrated approach to advertising, PR and digital brand building and promotion
- Worked at the forefront of developing and executing direct-to-consumer PR and marketing campaigns in the pharmaceutical sector
- Incorporated market research to inform development of consumer messages and strategic communications initiatives
- Served as member of client integrated and cross-functional marketing teams
- Served as team member responsible for European and Global communications for agency-wide cross-functional communications team
- Led major product launch and ongoing communications for many high profile brands

01/1990 to 01/1996 **Legislative Assistant**

Biotechnology Industry Organization – Washington, DC

- Contributor to interactions with congressional offices on behalf of the biotechnology industry during Clinton health care reform debate
- Responsible for organizing company "fly-ins", direct mail campaigns, and other communications by member companies from across the United States
- Monitored media for information critical to the biotechnology industry
- On-site manager for industry annual meeting sponsored by the Biotechnology Industry Organization.

EDUCATION

Bachelor of Arts: Political Science

George Washington University - Washington DC