

Douglas M. Hughes

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SUMMARY

Senior corporate communications professional with hands-on expertise in all facets of internal and external communications—from executive speeches and change management to multimedia and web development. High-tech experience with hardware, software, and semiconductor companies in the Fortune 1000. Ad agency and journalism background.

EXPERIENCE

Manager of Employee Communications

LOCKHEED MARTIN SPACE SYSTEMS COMPANY, Sunnyvale, CA, 2005-present
Write speeches and editorials for top executives. Edit print and electronic publications. Produce year-in-review video. Develop, implement, and monitor employee and executive communications plan.

Manager of Internal Communications for the Americas

PHILIPS SEMICONDUCTORS, San Jose, CA, 1999-2005
Philips is the world's tenth-largest semiconductor manufacturer, with sales of \$7B per year.

- EXECUTIVE AND CRISIS COMMUNICATION: Helped three consecutive CEOs and numerous VPs prepare Town Meeting presentations, videotaped addresses, and webcasts. Oversaw communication during plant closures, mass layoffs, and four Philips Mergers & Acquisitions. Documented best practices for future M&As.
- ELECTRONIC AND PRINT PUBLICATIONS: Transformed a drab weekly E-mail update into a graphics-rich, hyperlinked E-newsletter. Began with a distribution list of top managers; increased subscriptions by 900%; earned recognition as best-in-class within Philips. Duplicated this global success at the regional level with a Silicon Valley newsletter.

Edited product division's official employee magazine: a 40-page, full-color bi-monthly. Managed international team of writers and designers, and a \$150,000 budget.

- WEB DESIGN: Served as webmaster for all of the product division's top-level websites. Created graphics; wrote articles. Measured hit rate against predefined metrics. Increased visits to those sites from 35% to 60% of total Intranet traffic in one year. Programmed web to publish financial results concurrently with press releases.
- PEOPLE AND PROJECT MANAGEMENT: Developed and presented content management plan and promotional budget to support a 2-year, \$2.8 million Intranet redesign. Traveled internationally to enlist cross-functional cooperation from contacts in other sites around the world. Supervised full-time employees, contractors, and vendors.

Manager, Corporate Communications

VLSI TECHNOLOGY, INC., San Jose, CA, 1998-1999
VLSI was a \$2B semiconductor manufacturer acquired by Philips in 1999. (See above.)

- PUBLIC RELATIONS AND INVESTOR RELATIONS: Conceptualized content for 1999 Annual Report. Managed designer and printer to complete on time.
- USER INTERFACE DESIGN: Orchestrated a complete overhaul of VLSI Intranet taxonomy.
- EVENT COORDINATION: Served as key member of Merger Integration Team following hostile takeover by Philips. Coordinated on-site meetings in California, Texas, and Arizona to communicate acquisition to employees. Created innovative "Merger Central" website to address concerns and promote employee retention. Scripted and directed videos to welcome new employees to VLSI, and—after the merger—to Philips.

Consultant

DOUG HUGHES MARCOM, San Jose, CA, 1997-1998

- FREELANCE WRITING: Created marketing collateral for MediaWay and Bay Networks.

Marketing Communications Manager

NOVELL, INC., San Jose, CA, 1987-1997

At Novell—the world’s leading manufacturer of networking software—I held increasingly responsible positions in Creative Services, Product Marketing, Sales/MarCom, and Corporate Communications.

- WORLD WIDE WEB: Worked with design agency to implement complete redesign of www.novell.com. Responsible for PartnerNet site at www.novell.com/partner. Launched NEWS, a weekly web-based electronic publication for Novell resellers, saving over \$1 million annually by bringing the project in-house.
- COLLATERAL AND ADVERTISING: Wrote brochures, datasheets, and direct mail, and directed ad agency to create monthly advertorials. Supervised outsourcing of overflow projects, managing six on-site and remote contract writers and designers. Coordinated project worksheets and prepared creative strategy briefs. Solicited bids; awarded jobs.
- PERIODICALS: Launched and managed three different external newsletters; contributed to internal publications. Served as mediator between competing business units.
- EVENT MANAGEMENT AND VIDEO PRODUCTION: Developed themes, messaging, and videos for four Global Sales Meetings, including triple-screen multimedia production.

Publications Manager

EXCELAN, INC., San Jose, CA, 1986-1987

Excelan was a pre-IPO networking startup acquired by Novell in 1987. (See above)

- DESKTOP PUBLISHING: Launched customer newsletter, writing and laying it out in-house.

Publications Manager

TIARA COMPUTER SYSTEMS, Mountain View, CA, 1985-1986

Tiara was a high-tech startup focusing on modems and networking. I was employee #8.

- PRINTED MATERIALS: Founded the technical publications group and later took over MarCom duties. Recruited, trained, and supervised writers and graphic artists, and coordinated production schedules to meet tradeshow and product release deadlines.

Technical Writer/Editor

APPLE COMPUTER, INC., Cupertino, CA, 1983-1985

Apple is one of the world’s most recognized brands. I worked there when the Mac was invented.

- TECHNICAL MANUALS: Wrote and edited technical manuals for Macintosh and Apple II products. Conducted press checks. Directed photo shoots and technical illustration.

COMPUTER SKILLS

Microsoft: Word, PowerPoint, Excel, Front Page. **Adobe:** Photoshop, PageMaker, InDesign, Acrobat, Illustrator. **Apple:** Final Cut Pro, iDVD, iMovie, iPhoto, iTunes, FileMaker. **Lotus:** Notes, SameTime. **Macromedia:** Dreamweaver, Flash. **Merant:** NetObjects, Collage. **Quark:** XPress

EDUCATION AND RECENT DEVELOPMENT

- BA, Communications, Washington State University (graduated “With Distinction”)

Internal Consulting, 2004 • Online Employee Communications, 2004 • Advanced Photoshop, 2004
Macromedia Dreamweaver web design, 2003 • Final Cut Pro video editing, 2003 • Multi-Cultural Awareness, 2002 • Merant Collage, JavaScript, HTML, web authoring tools, 2002