

## Donna J. Uchida

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### Summary of Qualifications

Bold and innovative senior-level business executive who drives measurable results on business strategy · Proven Board and C-Suite experience with execution through influence and leadership · Expert in business transformation, culture of innovation and change leadership · Leader in brand and proactive reputation/crisis management, investor relations, labor relations, media relations, digital strategy, community relations, acquisitions and policy · Passion for defining corporate narratives through hands-on traditional and digital influence · Deliver results by engaging team members to succeed and grow.

### Professional Experience

**Program Director, University of San Francisco Master of Arts in Professional Communication Program, August 2020 to present.** Recruit, retain and inspire graduate students who are pursuing their MA degree. Support, advise and provide real-world connections.

**C-Suite Strategist, The Skyhill Group, San Francisco Bay Area and West Palm Beach. February 2019 to present.**

Creating breakthrough moments that matter for C-Suite and senior business executives to deliver business results. Focused on business transformation, executive leadership, succession planning visibility, team focus and engagement, external impact.

**Chief of Communications, Office of the Chairman and CEO, Kaiser Permanente, Oakland. June 2011-February 2019.**

Hired in 2011 by president and COO who retained me as his communications executive and direct report when he was appointed CEO in 2013/chairman in 2014 of a \$80 billion non-profit organization providing health care and coverage to 12.3 million members through 212,000 employees and 22,500 physicians:

- Served as trusted advisor to CEO and members of executive team. Initiated, shaped and expedited critical strategic work and influenced positive business outcomes and reputation. Provided counsel, support and guidance to national executive team and regional presidents. Led transition team for Chairman and CEO and helped frame new vision and business agenda for organization. Led matrixed and agency team.
- Created Enterprise Communications Council to ensure regional/functional engagement and alliances, setting the agenda for external communications, internal engagement, customer/member communications, crisis communications, government relations, community relations and more.
- Protected and extended CEO and C-Suite national/international reputation as respected business leaders. Included in Executive Committee and National Executive Team meetings. Prepared and accompanied CEO (and other executives) for board meetings, national and state policy meetings, speaking engagements, regional site visits, meetings with community partners, national customers and media.
- Positioned CEO and Kaiser Permanente to be recognized as one of *TIME Magazine* 100 most influential people (2017 Titan) and a Top 50 Health Leader (2018); as the top-ranked health care executive in *Modern Healthcare's* Most Influential Healthcare Leaders for 5 years; Changed dialogue on innovation resulting in placements as *Fast Company* Most Innovative Company and Leader. Supported CEO advocacy in areas of policy, race relations, health equity, homelessness and community health, building momentum for his direct reports in their areas of expertise. Provided CFO with input for quarterly/annual financial releases and counseled her for greater .
- Set the initial messaging strategy and narrative for marketing, media and communications on mental health and wellness, affordability, innovation and homelessness.
- Tapped to jump start national projects delivering on CEO's vision for the Shared Agenda vision and culture work, 75<sup>th</sup> anniversary, NBA partnership, and Bay Area Band Together concert to benefit fire victims.
- Measured success through monthly, quarterly and annual quantitative metrics.
- Defined World Economic Forum presence for Kaiser Permanente with three-year strategy for mental health and wellness, culminating with CEO on stage in 2019 with HRH Prince William and other mental health visionaries.

***Practice Leader, Gagen MacDonald, Chicago. December 2007 to June 2011.***

Led team for boutique strategy execution firm specializing in C-suite leadership for companies facing transformation or turnarounds.

- Provided executive-level communications counsel for Novartis – General Medicines, Specialty Care, Oncology and Primary Care businesses. Led planning and execution in support of company reorganization to new business model, including external communications for office closures and layoffs. Created strategy for U.S. Medical Information program to educate sales force on appropriate interactions with health care providers.
- Created new global brand identity for Pfizer Specialty Care, assimilating 11 businesses under one brand (integration of Pfizer and Wyeth) through culture work. Helped reposition Pfizer R&D function internally, engaging senior leaders and scientists to embrace move of cardiovascular and neuroscience functions to Cambridge location, and to embrace stricter criteria for bringing new molecule research toward viable market success. Provided Corporate Reputation counsel and strategy to reinforce Pfizer Inc. as an ethical company following the \$2.3 billion settlement.

***Vice President of Communications, CropLife America, Washington, D.C. 2006 – 2007***

To better understand policy, recruited for one-year stint to revamp communications function in lobbying association to be responsive to members and media around issues affecting the pesticide industry. Managed team and developed strategy for media relations, member company communications, legislative and policy outreach, and issues and risk management for human health and environmental issues for media, regulators and legislators. Responsible for media training and testimony for executives responding to Colony Collapse Disorder (honeybee crisis) with top tier media and Congress. Prepared industry leaders for Capitol Hill meetings to discuss biomonitoring, spray drift and other pesticide issues. Served as spokesperson for association-level issues.

***Global Head of Communications, Arysta LifeScience, Tokyo, 2005 – 2006***

To expand global knowledge and crisis expertise, led internal and external communications for the world's largest privately held life science and crop protection company. Developed communications strategy and handled media for controversial fumigant registration and trials, including activist outreach. Provided executive counsel for CEO in Tokyo and served on leadership teams for global and North American businesses. Successfully spearheaded rebranding of 45 subsidiaries in more than 140 countries to adopt single name and corporate identity without disruption to the business, managing a \$4.2 million budget in 2005. Engaged employees to understand newly created global business strategy. Supervised product marketing for North America business. Conducted analyst outreach in preparation for Tokyo IPO. Coached executives and handled media related to North America headquarters move to North Carolina, resulting in layoffs.

***Senior Director of Internal Communications, Gap Inc., San Francisco. 2004***

With new CEO and C-Suite team, introduced Gap Inc. Purpose, Values and Behaviors to company's top 1,100 leaders as part of business transformation effort. Led team responsible for all planning and implementation of internal corporate communications in support of Gap, Banana Republic and Old Navy brands as well as HR and Consumer Insights. Orchestrated 35<sup>th</sup> birthday celebration and branding that included approximately 150,000 employees in global locations for the first time. Developed employee insight program based on quantitative and qualitative research. Created front-line communications strategy and engaged leaders in managing information flow in decentralized environment. Developed Gap Foundation communications strategy. Consultant to International and Supply Chain.

***Senior Director of Internal Communications, Oracle Corporation, Redwood Shores, CA. 2002 – 2004***

For greater understanding of technology platforms, recruited to build first global employee communications function and strategy in 25-year-old company. Created new channels including employee portal on Oracle product and managed global content. Revamped face-to-face Oracle Beat program creating global employee dialogue with senior management. Initiated International Employee Communications group for collaboration and virtual teamwork. Researched effectiveness of existing channels and realigned for greater efficiency. Member of PeopleSoft core acquisition team for managing issues and developing strategic employee communications to inform, educate and prepare for acquisition and integration.

***Vice President of Corporate Communications, Wells Fargo & Company, San Francisco. 2001- 2002***

To build greater executive and C-Suite media expertise, provided executive communications counsel to CEO and CFO, with national and regional media relations and financial communications for \$315 billion financial services company. Managed national corporate reputation around issues including privacy, financial abuse, identity theft, consumer credit and response to 9/11. Managed media relations for quarterly earnings announcements, working closely with CFO and Investor Relations. Responsible for national media, and community relations and CEO internal communications. Managed national marketing efforts, media, customer events and internal communication around company's 150th anniversary with stagecoach rides in San Francisco and New York and financial outreach with Wells Fargo CEO.

***Group Vice President/Workplace Practice, Ketchum San Francisco. 1999 – 2001***

For agency experience, ran practice that provided executive counsel, strategic planning, reputation, implementation and accountability of results-driven employee communications for clients including Visa, Charles Schwab, Genentech and Levi Strauss & Co. Increased revenue by 100% in two-year period. Served as a member of the San Francisco and global Workplace Practice leadership teams. Managed cross-office teams for employee effectiveness efforts. Promoted from Vice President/Management Supervisor.

***Corporate Communications Consultant, San Francisco. 1997-1999***

Provided clients with global and U.S. media relations and employee communications strategy and execution. Collaborated with colleagues internationally to accomplish business objectives. Managed plant closures, restructurings, realignments and other change initiatives. Clients included Levi Strauss & Co., Visa U.S.A., Visa International, Quantum, California State Automobile Association, Autodesk and Intuit.

***Communications Manager, Levi Strauss & Co., San Francisco. 1995-1997***

For greater understanding of consumer-focused businesses, supported HR, Legal, Finance and Technology for the Americas with employee communications and media relations strategy and counsel. Delivered research and communications for innovative conflict resolution program. Responsible for international rollout of Global Success Sharing Program. Supported Foundation efforts in area of AIDS education. Wrote Terms of Engagement for company suppliers focusing on worker rights, health and safety. Managed media relations for first major headquarters workforce reduction and HR-related communications for plant closures.

***Researcher/Author, Preparing Students for the 21<sup>st</sup> Century, Washington, D.C. 1995***

Demonstrating commitment to research, conducted Delphi study and wrote book highlighting results of students' needs in the areas of content, behavior and skills as well as the support needed from schools, parents, government and business in education. Announced results at national education conference, with book often referenced. Co-authored excerpt in *Futurist*, July 1996.

***Assistant Professor, Colorado State University Dept. of Journalism and Technical Communication, Fort Collins, CO.***

To encourage the future of the profession, served as faculty member from 1990-1995 teaching Advertising, Public Relations and Public Relations Writing; taught mandatory university Professional Writing course to 200 students in addition to Marketing, Business Communications and Introduction to the Mass Media. Served as faculty advisor for PRSSA. Served on Scholarship Committee. Marketing capstone course I co-taught won Apple competition in 1994.

## **Honors & Industry Involvement**

- Trustee, Arthur W. Page Society, 2017 to present; Member, 2015-present
- Board Member, California State University Board of Governors, 2015-2018
- Board Member, Saint Mary's School of Economics and Business Administration, 2015-2018
- Co-Executive Sponsor for Kaiser Permanente Women's Leadership Group, 2016-2019
- Recipient, Powerful Women of the Bay, 2015
- Adjunct Professor, Georgetown University, Corporate Communications course development and instruction, 2008-2009; Crisis Management guest speaker, 2019; Money & Business Guest Speaker, 2021
- Instructor, Golden Gate University, University of Denver

## Education

- Ph.D. coursework in Sociology – area of risk communication, Colorado State University
- Master’s Degree, Mass Communication, University of Denver
- Bachelor’s Degrees in Political Science & Mass Communication, University of Denver