

MARY GAVIN
Spriter1@AOL.com

EXPERIENCE

Gavin Media 2.0 Principal. Specialize in goal-oriented client communications: website content, webinars and podcasts, multimedia targeted marketing, issues analysis, board and venture capital presentations, business plans, articles and major research reports. Develop positioning and branding strategies for media, employee, public opinion and capital campaigns. Advise on communications staffing and strategies, crisis communications. Clients include Fortune 500, national nonprofit, dot.com, and state and federal government.

Sun Power & Geothermal Energy Co. As Head of Marketing and Public Relations, responsible for marketing, advertising, media, internal communications, positioning strategy, all collateral materials, website upgrade. Sales tripled during tenure.

The Bar Association of San Francisco Director of Communications. Responsibilities included media, positioning strategy, Editor of bimonthly magazine, revamp of website, marketing and advertising, publications, art department, all Association print materials. Devised strategy, communications, and media plan for downsizing, helped execute staff cut of 30%.

Bank of America San Francisco Vice President and Project Manager, Retail Payments Division. Headed financial/technical team that designed automated system to track \$1.2B in middle-market account fees. System included data capture, management reporting, customer communications, and account settlement.

Vice President, Finance and Treasury Division. Reporting to the Chief Financial Officer, assignments included managing the Asset and Liability Policy Committee, revising the Bank's financial publications, and providing investor relations support for capital-raising activities.

Assistant to the Chief Executive Officer. Served as Chief of Staff for the CEO, managing information flow, daily briefing, and calendar functions. Developed themes, clarified strategy and operations, and provided CEO's perspective for all communications, including speeches, media, and employee and customer programs.

Manager, Executive Communications. Developed and managed communications unit for Bank's Managing Committee members. Functions included speech writing, "white paper" issues analysis, communications and positioning strategy, op-ed pieces, media.

State of California, Department of Transportation, Legal Division, Sacramento. Law Clerk. Researched and drafted the "Preliminary Report of the Ad Hoc Task Force on the Southern Pacific-Santa Fe Merger," presented to the Governor. As project manager, coordinated the legal and economic teams, analyzed their work, and produced the document.

American Council for Capital Formation Washington, D.C. Communications Manager. Developed and implemented communications program for this tax lobby, including marketing and membership materials, newsletter, media relations, speeches, issues analysis, and op-ed pieces. The Council was recognized as the catalyst for the Capital Gains Tax Reduction Act.

U.S. Department of Justice Washington, D.C. Research and Staff Assistant. Edited and published The Bicentennial Lecture Series, a set of essays and speeches by America's foremost jurists and legal educators.

EDUCATION

Legal: School of Law, The University of California, Davis J.D.

Executive Editor, Law Review

Member, Law Review

Member, Moot Court Board

Participant, Honors Moot Court Competition

Undergraduate: The George Washington University, Washington, D.C. B.A.

Political Theory Major

Board of Trustees Academic Scholarships

The University of Wisconsin-Madison, Dean's List

MEMBERSHIPS

State Bar of California

American Bar Association

SPECIAL SKILLS, AWARDS

* Vital Speeches of the Day, Reprints 1989-2003

* Public Relations Society of America, Merit Award, Speech

* New York University, Division of Business Management, Speech Writing Seminar for Executives; Work product voted most outstanding

* The George Washington University, School of Continuing Education, Editing and Publishing for Communications Specialists

PUBLICATIONS AND WRITINGS (selected)

* Coauthor of FUSE: Igniting the Full Power of the Creative Economy, A 21st Century Primer for Boomers and Millennials in the Workplace (BookSurge 2009, with Jim Finkelstein)

* Rahn, Richard and Gavin, Mary, From Buccaneers to Billionaires: How Cayman Got Rich, manuscript in progress

* Gavin, Mary "The Power and the Glory: Finding the Intersection of Individualism and Interdependence in Our Global.com Village", speech reprinted in Wordsmithing: The Art and Craft of Writing for Public Relations (Pearson Publishing 2006)

* 2002 Annual Report, U.S. Equal Employment Opportunity Commission

* Report To the White House, Lawyers for One America, June 2000

* Business Plan 2.0, Encirq Corporation, March 2000

* Annual Report, Alzheimer's Association, San Francisco Bay Area, October 1999 (contributor)

* Capital Campaign, Holy Family Day Home, May 1998

* Glass Ceiling Report, US Department of Justice, 1995 (contributor)

* Gavin, Mary, "Banking the Future" Leaders Magazine, December 1989

* Fessler, Daniel, and Loiseaux, Pierre Contracts: Morality, Economics, and the Marketplace: Cases and Materials Edited by M. Gavin. (St. Paul, Minn.: West Publishing Co., 1982)

* Gavin, M.K. "Protecting the Entrepreneur: Special Concerns for International Joint Venture Contracts," 14 U.C. DAVIS L. REV. 1001 (1981)

* Laffer, Arthur, and Seymour, Jan The Economics of the Tax Revolt: A Reader Edited by E. Trimble and M. Gavin (New York: Harcourt Brace Jovanovich, 1979)

* Rahn, Richard, and Gavin, Mary "Cheap Dollars and Costly Inflation" Policy Commentary, December 1978