

AMY M. HENNESSEY, APR

RELEVANT WORK EXPERIENCE

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|--------------------------|---|--------------|
| Jul. 2022 –<br>present   | <b>THE OMIDYAR GROUP</b><br><i>Hawai'i Lead, Strategic Communications &amp; Policy</i>  | Honolulu, HI |
|                          | <ul style="list-style-type: none"> <li>• Provide strategic communications counsel to TOG leaders, organizations, and initiatives in Hawai'i.</li> </ul>   |              |
| Jan. 2012 –<br>Jun. 2022 | <b>ULUPONO INITIATIVE</b><br><i>Senior Vice President, Communications &amp; External Affairs (May 2019 – June 2022)</i><br><i>Director, Communications &amp; Community (Jan. 2012 – May 2019)</i>   | Honolulu, HI |
|                          | <ul style="list-style-type: none"> <li>• Developed and provided oversight to all areas of strategic marketing and communications, government affairs, and community partnerships to achieve Ulupono's mission of a more resilient and sustainable Hawai'i. Also responsible for building relationships with focus area leaders and other internal/external partners.</li> </ul>   |              |
| Jan. 2012–<br>Dec. 2013  | <b>UNIVERSITY OF HAWAI'I AT MĀNOA</b><br><i>Lecturer, School of Communications</i>  | Honolulu, HI |
|                          | <ul style="list-style-type: none"> <li>• Instruct students in public relations strategies.</li> </ul>   |              |
| Aug. 2009 –<br>Dec. 2012 | <b>HAWAI'I PACIFIC HEALTH</b><br><i>Director, Foundation Communications</i><br><i>Manager, Foundation Communications (Aug. 2009 – Aug. 2011)</i>  | Honolulu, HI |
|                          | <ul style="list-style-type: none"> <li>• Oversaw and directed all marketing and communications supporting the fundraising efforts of the four foundations of Hawai'i Pacific Health and their affiliate hospitals – Kapi'olani Medical Center for Women &amp; Children, Pali Momi Medical Center, Straub Clinic &amp; Hospital and Wilcox Health – with special emphasis on the capital campaign in support of the upcoming renovation and expansion of the Kapi'olani Medical Center for Women &amp; Children. Duties include managing a \$750,000+ marketing budget, as well as developing strategic internal and external communications plans and tools for informing key audiences about plans and progress.</li> <li>• Serve as crisis communications support for Kapi'olani Medical Center during emergencies.</li> </ul>  |              |
| Apr. 1997–<br>Aug. 2009  | <b>MCNEIL WILSON COMMUNICATIONS/ANTHOLOGY MARKETING GROUP</b><br><i>Vice President</i>  | Honolulu, HI |
|                          | <ul style="list-style-type: none"> <li>• Oversaw and directed client service for multiple accounts totaling approximately \$500,000 in annual revenue for the agency, as well as developed multiple winning new business proposals.</li> <li>• Additional agency management duties included supervision and management of a staff of up to 14; serving on the agency acquisition transition/planning team; supervising and administering the agency internship program; and advising and supporting agency technology initiatives including billing software implementation, contact database redevelopment, website design and content, and overall daily system productivity.</li> <li>• Developed and implemented strategic internal and external communication and marketing plans for clients in the public and private sector, with category experience including nonprofit, attractions, culture, travel and tourism, social services, retail, environmental issues, public works and transportation.</li> <li>• Strategies and tactics included extensive use of community relations, media relations, crisis communications, issues management, production of numerous award-winning marketing and communications materials, special event planning and execution, and online communication</li> <li>• Planned and trafficked paid media buys on an ongoing basis for client advertisements with media budgets totaling approximately \$100,000 annually.</li> </ul> |              |

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## EDUCATION

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|----------------------------|--|--------------|
| Fall 1991–<br>Spring 1993, | <b>UNIVERSITY OF HAWAII AT MĀNOA</b><br><i>Bachelor of Arts, Journalism/Public Relations</i><br><i>Emphasis: Marketing and Management</i>                              | Honolulu, HI |
| Fall 1994–<br>Spring 1996  | <ul style="list-style-type: none"><li>University of Hawaii Journalism Alumni Association Award of Excellence in Public Relations, Spring 1996</li></ul>                |              |
| Fall 1993–<br>Spring 1994  | <b>UNIVERSITY OF GEORGIA</b><br><i>National Student Exchange Program Participant</i> <ul style="list-style-type: none"><li>Presidential Scholar, Spring 1994</li></ul> | Athens, GA   |

## PROFESSIONAL MEMBERSHIPS

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|-------------------------|---|
| 2009–2012               | <b>AMERICAN MARKETING ASSOCIATION, HAWAII CHAPTER</b><br>2010-2012 Membership Chair   |
| 1996–<br>Present        | <b>PUBLIC RELATIONS SOCIETY OF AMERICA, HAWAII CHAPTER</b><br>Active member serving on the board in multiple roles including president and other leadership roles since 2001.   |
| Sept. 1992–<br>May 1996 | <b>PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA – UNIVERSITY OF HAWAII AT MĀNOA<br/>DAVID A. WARD CHAPTER</b><br>Served in key leadership roles locally and nationally, culminating with serving as a director of chapter operations for 14 chapters spanning California, Hawaii and Nevada. |

## AWARDS & RECOGNITION

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### **PACIFIC CENTURY FELLOWS**

2008 Class Member

### **PACIFIC BUSINESS NEWS**

2007 Finalist, Forty Under 40

2015 Woman to Watch, Women Who Mean Business

### **PUBLIC RELATIONS SOCIETY OF AMERICA, HAWAII CHAPTER**

- Recipient of numerous awards for excellence in communications work
- 2003 *Earned Accreditation in Public Relations* (APR) designation
- 2002 Hōkūpa'a Award for the Young PR Professional of the Year
- 2012 Gregg W. Perry Public Relations Professional of the Year
- 2016 President's Leadership Award

### **INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS, HAWAII CHAPTER**

- Recipient of numerous awards for excellence in communications work

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## COMMUNITY INVOLVEMENT

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### **AMERICAN HEART ASSOCIATION**

2010 Black Tie & Blue Jeans Committee Member

### **BLOOD BANK OF HAWAII**

1 Gallon Donor and counting

### **COLLEGE CONNECTIONS HAWAII**

2007–2011 Vice President, Board of Directors

### **COMMUNITY LINKS HAWAII**

2009–2010 Board of Directors

### **FIRST BOOK O'AHU**

2007–2009 Board of Directors

### **HELPING HANDS HAWAII**

2012–2022 Board of Directors

2019–2021 Board Chair

### **KUPU**

2012–2013 Ho'ahu Capital Campaign Vice Chair

### **PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA – UNIVERSITY OF HAWAII AT MĀNOA DAVID A. WARD CHAPTER**

2003–*Present*, Professional Advisor/Mentor

### **REGENTS CANDIDATE ADVISORY COUNCIL OF THE UNIVERSITY OF HAWAII**

2017–*present* Gubernatorial-appointed Member

### **UNIVERSITY OF HAWAII ALUMNI ASSOCIATION**

2010–*present* Board of Directors, currently serving as First Vice President (assuming presidency July 2024)

2006–2008 Member, Communications Committee

### **UNIVERSITY OF HAWAII AT HILO CHANCELLOR'S LEADERSHIP & DEVELOPMENT COUNCIL**

2012–2013 Member