

SHAWN ROLLAND

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SUMMARY

Trusted, strategic, knowledgeable, versatile, approachable, outgoing, inclusive and hard-working communicator, leader and community champion with 25 years of experience in financial services, governmental, agency, nonprofit public relations and political campaigns – including 16 years of progressive experience at Northwestern Mutual. Team-oriented professional who combines deep industry knowledge with a passion for people, strategy, and hard work that measurably improves lives, drives outcomes and holds organizations accountable for success.

SKILLS & EXPERTISE

- Communications that captivate audiences • Strategic planning • Goal-setting, measurement and evaluation •
- Budget management • Project management • Community outreach and activation • Housing policy

EXPERIENCE

NORTHWESTERN MUTUAL, Asst. Dir. – Executive Visibility & Thought Leadership, Milwaukee, WI, 04/08 to present

Leads company's signature Planning & Progress Study

- Increased YOY earned media coverage by 60%+ in 2023; an additional 50% in 2024 (6,000+ stories with 68.9B in reach)

Manages External Communications division budget, maximizing efficiencies and driving outcomes

- Leads budget strategy conversations with VP and Senior Directors, offering counsel to maximize return on investment

Supports executive visibility strategy and leadership transition

- Led development of templated materials to announce new CEO/president
- Drives development of executive visibility platforms, strategies and tactics (across earned media, owned media and events) to advance the professional brands of senior leaders

Led regional PR, Foundation and corporate social media strategies, and served as publisher of *Creative Living* magazine

IOWA DEPT. OF ECONOMIC DEVELOPMENT, Public Information Officer – Des Moines, IA, 02/07 to 04/08

- **Led as spokesperson and top media relations strategist** for the active state agency.
- Provided strategic communications counsel for the Department Director and Governor's office

LEONARD BOSWELL FOR CONGRESS, Communications Director – Des Moines, IA, 04/06 to 11/06

- **Served as spokesperson, speechwriter and media counselor** for the nationally-targeted campaign.

KETCHUM, Associate Account Executive – Washington, DC, 10/05 to 04/06

- **Oversaw public affairs for national brands/causes** including FedEx and the State of Louisiana (post Hurricane Katrina)

DC VOTE, Communications Coordinator – Washington, DC, 12/04 to 10/05

IOWA DEMOCRATIC PARTY, Canvass Team Manager – Des Moines, IA, 06/04 to 11/04

JOHN KERRY FOR PRESIDENT, Press Office Intern – Des Moines, IA, Summer/03 to 06/04

COMMUNITY INVOLVEMENT

Milwaukee County Board of Supervisors

Elected to Board in April 2020; chair of Health Equity, Human Needs & Strategic Planning Committee; co-chair of American Rescue Plan Act Task Force; member of Finance Committee and Audit Committee; Continuum of Care Board of Directors member; Regional Innovation Center Board member; and East Wisconsin Counties Railroad Consortium member

Wauwatosa School Board

Served April 2016 to April 2022; elected President in 2017 and 2018; re-elected to Board in 2019; elected VP in 2019

EDUCATION

Drake University – Des Moines, IA

Bachelor of Arts, Journalism and Mass Communication; Major: PR; graduated Magna Cum Laude with Honors

Franklin High School – Franklin, WI

Senior Class President