

AMY M. HENNESSEY, APR

RELEVANT WORK EXPERIENCE

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|--------------------------|--|--------------|
| Jul. 2022 –
present | <p>THE OMIDYAR GROUP
<i>Hawai'i Lead, Strategic Communications & Policy</i></p> <ul style="list-style-type: none"> • Provide strategic communications counsel to TOG leaders, organizations, and initiatives in Hawai'i. | Honolulu, HI |
| Jan. 2012 –
Jun. 2022 | <p>ULUPONO INITIATIVE
<i>Senior Vice President, Communications & External Affairs (May 2019 – June 2022)</i>
<i>Director, Communications & Community (Jan. 2012 – May 2019)</i></p> <ul style="list-style-type: none"> • 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. | Honolulu, HI |
| Jan. 2012–
Dec. 2013 | <p>UNIVERSITY OF HAWAI'I AT MĀNOA
<i>Lecturer, School of Communications</i></p> <ul style="list-style-type: none"> • Instruct students in public relations strategies. | Honolulu, HI |
| Aug. 2009 –
Dec. 2012 | <p>HAWAI'I PACIFIC HEALTH
<i>Director, Foundation Communications</i>
<i>Manager, Foundation Communications (Aug. 2009 – Aug. 2011)</i></p> <ul style="list-style-type: none"> • 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 & Children, Pali Momi Medical Center, Straub Clinic & 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 & 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. • Serve as crisis communications support for Kapi'olani Medical Center during emergencies. | Honolulu, HI |
| Apr. 1997–
Aug. 2009 | <p>MCNEIL WILSON COMMUNICATIONS/ANTHOLOGY MARKETING GROUP
<i>Vice President</i></p> <ul style="list-style-type: none"> • 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. • 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. • 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. <ul style="list-style-type: none"> • 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 • Planned and trafficked paid media buys on an ongoing basis for client advertisements with media budgets totaling approximately \$100,000 annually. | Honolulu, HI |

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EDUCATION

- Fall 1991–
Spring 1993, **UNIVERSITY OF HAWAI‘I AT MĀNOA** Honolulu, HI
Bachelor of Arts, Journalism/Public Relations
- Fall 1994–
Spring 1996 *Emphasis: Marketing and Management*
- University of Hawai‘i Journalism Alumni Association Award of Excellence in Public Relations, Spring 1996
- Fall 1993–
Spring 1994 **UNIVERSITY OF GEORGIA** Athens, GA
National Student Exchange Program Participant
- Presidential Scholar, Spring 1994

PROFESSIONAL MEMBERSHIPS

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

AWARDS & RECOGNITION

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, HAWAI‘I 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, HAWAI‘I CHAPTER

- Recipient of numerous awards for excellence in communications work

COMMUNITY INVOLVEMENT

AMERICAN HEART ASSOCIATION

2010 Black Tie & Blue Jeans Committee Member

BLOOD BANK OF HAWAI'I

1 Gallon Donor and counting

COLLEGE CONNECTIONS HAWAI'I

2007–2011 Vice President, Board of Directors

COMMUNITY LINKS HAWAI'I

2009–2010 Board of Directors

FIRST BOOK O'AHU

2007–2009 Board of Directors

HELPING HANDS HAWAI'I

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 HAWAI'I AT MĀNOA DAVID A. WARD CHAPTER

2003–Present, Professional Advisor/Mentor

REGENTS CANDIDATE ADVISORY COUNCIL OF THE UNIVERSITY OF HAWAI'I

2017–present Gubernatorial-appointed Member

UNIVERSITY OF HAWAI'I ALUMNI ASSOCIATION

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

2006–2008 Member, Communications Committee

UNIVERSITY OF HAWAI'I AT HILO CHANCELLOR'S LEADERSHIP & DEVELOPMENT COUNCIL

2012–2013 Member