

CINDY J. PARSONS

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SUMMARY

Accomplished leader and self-motivated professional with nearly 30 years of operational management and external affairs experience focused on communications, community impact and sustainability objectives in the media and technology industry. Proven initiator and strategic thinker with strong problem-solving and interpersonal skills. Dedicated leader skilled in building collaborative working teams and relationships, managing multiple priorities, and motivating others to deliver desired results.

AREAS OF EXPERTISE

Community Investment/Sponsorship	Communications/Media Relations	Operational Management
Strategic and Tactical Planning	Event Planning/Management	Employee Engagement
Leadership/Management	Goal Setting and Accountability	Program Development
Project Management	Budget Management	Team Building/Coaching

HIGHLIGHTS OF QUALIFICATIONS

- Excellent interpersonal skills to establish credibility with media professionals, community partners, elected officials, and colleagues to impact challenging issues positively, present compelling, win-win solutions, and communicate complex ideas concisely and effectively.
- Accomplished leader of internal and external communications, community investment/sustainability and operational management.
- Highly skilled and motivated to achieve exceptional results, with a track record of personal accountability and an ability to influence others and accomplish desired outcomes.
- Experienced, results-driven leader with excellent problem-solving skills and the ability to listen and draw intelligent and insightful conclusions to achieve results.

PROFESSIONAL EXPERIENCE

Comcast

2016 - 2020

National Vice President of Market Planning & Strategy, Comcast HQ – Philadelphia, Pennsylvania

Led team to develop competitive planning and strategy efforts for XFINITY Services (broadband, automation, and communications) nationally through forward-thinking analysis, insights, response programs, and community engagement. Created comprehensive response initiatives, including innovative activations, market guidance, and business performance drivers in partnership with key internal stakeholders to secure and grow market share.

- Identified opportunities to further underscore Comcast's position as a leader in innovation and technology in an increasingly connected world for cities across the Comcast footprint.
- Launched a network of 11 innovation centers across the country designed to engage universities, communities, and business to explore design thinking approaches to community challenges.
- Collaborated with local market leadership to design new approaches to engage influencers, companies, nonprofits, and government leaders to compete effectively and drive the innovation economy.
- Enabled forward-thinking cities populated with big thinkers to innovate and enable breakthroughs in business, the arts, healthcare, and education through sustained partnerships.
- Built hundreds of relationships with city, community, and business leaders to catalyze innovation and accelerate economic growth by leveraging the full portfolio of ComcastNBCUniversal media and technology assets.

Comcast

2015 - 2016

Division Vice President of Community Affairs, Comcast West Division – Englewood, Colorado

Spearheaded strategic and day-to-day operational leadership for Comcast West Division philanthropic efforts, including the Comcast Foundation. Supervised more than \$10 million of annual cash and in-kind giving. Stewarded charitable giving strategic plan and developed goals that guided and inspired the efforts of all community investment professionals throughout the West Division.

- Oversaw annual budgeting process and directed forecasts for the Comcast Foundation, Comcast corporate giving, and PSA airtime to ensure all contractual requirements were met, new opportunities provided, and all FCC Commitments were achieved.
- Guided a team of more than 20 community investment professionals across the West Division as well as provided day-to-day leadership of West Division Community Investment office, offering one-on-one coaching, project management guidance, skills-based information, and developmental feedback to drive strong results for the division and the communities served.
- Contributed to diversity and inclusion efforts by partnering with the Joint Diversity Council, ensuring diverse organizations were well represented as beneficiaries of Comcast Community Investment signature programs. Managed budget process for distinct minority-led, minority-serving categories, including African Americans, Asian Americans, Hispanics, Native Americans, people with disabilities, women, veterans, and LGBTQ.
- Directed Comcast Foundation administration and grantmaking of more than \$4 million annually, including grant review, site visits, approvals, data tracking, nonprofit dialogue and reporting, and board oversight.
- Engaged in division and local strategic partnerships to make a measurable, sustainable impact on the communities served through digital literacy, volunteerism, youth leadership development, and other programs.
- Drove positive media coverage of the company's Community Investment programs through high-impact communications plans and materials, including traditional, digital, and social/employee engagement.
- Served as spokesperson for the company through speaking engagements, presentations, and interviews.

Comcast

2004 - 2015

Regional Vice President of External Affairs, Comcast Mile High Region – Denver, Colorado

Provided overall strategic communications leadership for Comcast's Mile High Region. Drove business results through proactive media relations, employee communications, and community investment strategies across Colorado and New Mexico, serving more than one million customers and 4,000 employees. Led all media relations activity across Colorado; proactively pitched national/local product and service announcements, community investment initiatives, and customer experience objectives.

- Established and maintained strong relationships with key consumer and business media.
- Directed crisis communications/issues management and worked to mitigate all negative news stories.
- Engaged employees with company-leading results in key community investment initiatives, including Comcast Cares Day, Internet Essentials, and the United Way Employee Giving Campaign.
- Oversaw Comcast Foundation allocation for the Mile High Region and ensured all funding granted to organizations met the company's diversity, volunteerism, digital literacy, and youth leadership guidelines.
- Partnered with regional leadership to create internal and external communications and community investment goals that aligned with overall business plan and objectives.
- Developed employee communications outreach efforts and tactics to engage and inspire employees to action.
- Designed highly visible community influencer events driving recognition and excitement about community investment.

Comcast

2003 - 2004

Director of Public Relations, Comcast West Division – Englewood, Colorado

Developed internal and external communications strategies and tactics for field PR teams and provided direction and guidance for Comcast Foundation investments across the West Division.

- Provided overall support for media relations, employee communications, and community outreach efforts.
- Developed strategic community outreach efforts for division office and provided overall counsel and support for regions and areas.
- Chaired Comcast Foundation funding for division office and influenced funding requirements/process for the regions.
- Created and customized Comcast Cares Day volunteer programs for all Colorado-based employees.
- Developed proactive template media communications materials for new product announcements.
- Researched and identified public relations opportunities and turnkey campaigns for field PR teams.
- Served as back-up spokesperson for division VP of PR and field PR staff as needed.
- Created and managed division and other Colorado-based Comcast entities' employee communications e-publication.
- Supported field employee communications efforts with template articles and strategic communications tools.

ADDITIONAL EXPERIENCE

AT&T Wireless Services

1998 - 2003

Manager of Public Relations, Colorado/Utah/Idaho/Arizona/Nevada

Provided support for all media relations activities. Proactively pitched all new product and service announcements and national announcements and managed all local media inquiries. Developed and managed AT&T Wireless community relations strategies and activities. Created an annual community relations plan and budget, managing budgets within parameters. Developed and managed community relations strategies and activities. Customized goals, tactics, and measurement/evaluation criteria for grant and in-kind programs for community and nonprofit organizations. Directed process for launch of national community initiatives in local markets, maximizing benefits of program and gaining positive media exposure.

AT&T Wireless Services

1996 - 1998

Public Relations Specialist, Denver, Colorado

Coordinated all aspects of community affairs events. Managed nonprofit wireless phone loan program; evaluated and approved requests for use of fleets by 501(c)(3) nonprofit organizations. Developed PhonTrax database to track wireless phone loan program electronically. Assisted key influentials with equipment questions, lost/stolen equipment, and troubleshooting. Chaired "Wireless for the Community" grant program, providing communications and resources to all participants. Worked closely with participants to promote partnerships effectively between the organizations and AT&T Wireless. Developed and analyzed news media clip reports. Led all aspects of internal employee communications, including management and coordination of quarterly all-employee volunteer programs. Developed monthly in-kind donation audit reports for Public Relations Department.

AT&T Wireless Services

1994 - 1996

Corporate/Government Account Coordinator, Denver, Colorado

Spearheaded sales support for National/Corporate/Government Account Teams. Duties included development of proposals/presentations, customer education, and customer account support (i.e., activations, rate plan analysis, billing, etc.). Assisted Account Managers with presentations and training for Local Account Management Program and WIN Software (Wireless Information Navigator) for new and existing National/Corporate/Government accounts. Maintained revenue reports, developed spreadsheets for customer analysis, and updated customer database for each Account Manager monthly. Coordinated and ensured staffing of various special projects (i.e., Wireless Expo, Trade Shows). Managed sales loaner and demo phone fleets. Fostered a positive working relationship with National/Corporate/Government Account Teams to ensure customer satisfaction.

AT&T Wireless Services

1991 - 1994

Customer Services Coordinator, Denver, Colorado

Provided overall support for the Director of Customer Services and Department Managers. Duties included written correspondence, organizing and prioritizing projects, developing and distributing reports (i.e., CSM, Financials), calendar management, and coordination of all meetings and travel. Assisted management team in areas of strategic budget planning and project management. Designed and maintained productivity analysis reports/spreadsheets for inbound/outbound Call Centers and coordination of monthly Customer Advisory Forums. Assisted in design and production of Customer Services correspondence/informational literature. Managed Receptionist Team.

ADDITIONAL PROFESSIONAL BACKGROUND & BOARD EXPERIENCE

EDUCATION

Metro State University
1987 - 1988, 1996 - 1998
University of Northern Colorado
1986 - 1987

Rocky Mountain Leadership Institute
Leadership Development
Women in Cable
Telecommunications
2005 - 2006

Wharton Executive Education
Women in Leadership 2012

Yale Executive Education
Behavioral Marketing 2016

Denver Metro Chamber Leadership Foundation
Leadership Denver Class of 2006
Leadership Exchange 2007 - 2015,
2017

BOARD EXPERIENCE

Visit Denver (Chair 2013)
2009 - Present

Denver Metro Chamber Leadership Foundation (Chair 2010)
2007 - 2012

Prosper Colorado
2019 - Present

Metro State University Foundation
2008 - Present

Downtown Denver Partnership – Denver Civic Ventures
2006 - Present

LoDo District
2015 - 2016

Volunteers for Outdoor Colorado
2004 - 2012

AWARDS & RECOGNITION

Women in Cable Telecommunications Rocky Mountain Chapter
Woman to Watch 2007
Teamwork in Action 2011

Denver Business Journal
Forty Under 40 2006

Colorado Women’s Chamber of Commerce
Top 25 Most Powerful Women 2015

Governor’s Community Service Award
Outstanding Corporation

Denver Business Journal
Partners in Philanthropy - Education Partner

Colorado Nonprofit Association
Excellence in Media

National Philanthropy Day