

Elwood (Woody) Goulart

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Professional Profile:

Woody Goulart has a strong combination of personal, professional and academic credentials that make him an excellent candidate for many organizations—especially those looking for genuine depth of experience instead of a recent college graduate. He has a rare combination of a PhD and business sector experience working within for-profit companies. Not only does he have supervisory/management experience, Woody has extensive experience in the university classroom and in online learning.

Recent Professional History:

B COM, LLC, Las Vegas, NV (2015 – present)

Director, Business to Business Communications

Providing professional life coaching and business coaching services. See <http://woody.coach>
-- Direct and launch websites for business and professional clients. Track record of service includes clients in the states of California, Florida, Texas, and Washington.

- Empowering executives and leaders with a digital savvy not previously attainable by them.

MUFG UNION BANK, San Francisco, CA (2013 – 2016)

Vice President Corporate Communications

Leadership team role directing and launching upgraded corporate intranet for 14,000 employees in the Western Hemisphere.

- Overcame challenges created by merger of two banks with disparate cultures and provided leadership to create cross-cultural employee engagement and satisfaction for the new bank.

STAGNARO MARKETING, Silicon Valley, CA market (2010 – 2013)

Executive Consultant

Provided editorial services, online training/advice/counsel, and, project management to senior executives of small- and medium-sized companies to win audiences with latest digital technology.

- Empowered senior executives with digital outreach savvy not previously attainable for them.

DRT STRATEGIES, Washington, DC area (2011)

Senior Consultant

Provided writing services, advice/counsel, project management, and day-to-day leadership for integrated communication services team members with little previous consulting experience.

- Satisfied this federal client by adding much-needed strategic communications perspective and intensive professional background to an inexperienced team in Washington, DC.

BOOZ ALLEN HAMILTON, Washington, DC area (2008 – 2010)

Senior Consultant

Consulted senior executives on technology and communications strategies to enable transparency and launch worldwide corporate intranet to serve 20,000 employees, increase engagement, and initiate global silo elimination.

- Strong positive outcome in Department of Defense social marketing outreach campaign (“Real Warriors”) by creating interactive engagement platforms resulting in improved mental health profiles of military service members and their families post Iraq and Afghanistan active duty.

SUMMIT MARKETING, Washington, DC area (2006 – 2008)

Journalist and Managing Editor

Spearheaded external communications, revitalized US Army headquarters national print and online advocacy journalism (“Freedom Team Salute”) and influenced/enhanced public opinion of US Army during early years of Iraq and Afghanistan wars.

- Accomplished difficult task of impressing seasoned military officers and Senior Executive Staff at the Pentagon by bringing mature counsel and authentic consulting tactics replacing typical business as usual whenever civilians are plunged into the federal culture of the military.

UNIVERSITY OF MARYLAND, Baltimore/Washington, DC area (2005 – 2011)

Adjunct Instructor

Provided international online and local Washington, DC area classroom training to adult students in business and professional communications.

- Courses included Public Relations, Business Writing, Speech Communication, and Writing for Managers.

SOCIAL CAUSE MARKETING AND OUTREACH AT AARP, WASHINGTON, DC (11 ½ YEARS)

Digital editorial manager (2004-2006) – Created and managed first national blog for this organization and served as ghostblogger for senior executives. Provided mission-critical communications management of two AARP national websites including information architecture management, content management, issues management, staff supervision, and updating of content. Functioned as deputy department director where I had personnel and budget management responsibilities.

Communications management (2000-2006) included staff supervision for six consecutive AARP national public expositions (2000, 2001, 2002, 2003, 2004, and 2005) including writing/editing daily convention newspaper in addition to writing/editing the programmatic material for the board and executive staff.

Manager of editorial services (1994-2004) – Supervised staff writers/editors who write AARP communication products, Intranet and external website on behalf of senior executives to support and advance the organization's ambitious social marketing goals. Track record of innovation, notably in the development of AARP's Web-based public message management for approximately 2,000 staff at national office and 53 field locations. Complete website management responsibilities for information architecture, website development and design, and content management systems. Functioned as deputy department director where I had personnel and budget management responsibilities. Leadership of Spanish language outreach in print and online.

Manager of speechwriting (1997-1999) – Worked closely with and advised CEO and other executives on their presentation skills and audience adaptation in addition to writing/editing major speeches for them. Directly supervised the AARP speechwriters, assigning and editing their work. Shared responsibility of the department director function where I had personnel and budget management responsibilities.

Speechwriter (1995-1997) – Wrote major speeches for CEO, three AARP Presidents, and the AARP Board of Directors. Coordinated news conferences and counseled executives on their presentational skills, including TelePrompTer training, and how to respond to hostile media.

Additional academic work in previous years: Full-time college professor positions in journalism and mass media communication at University of New Haven, West Haven, CT (1980 – 1982), and, University of Louisville, KY (1978 – 1979). Taught courses in advertising/marketing, broadcast journalism, news writing, news editing, public affairs journalism, speechwriting and public speaking.

Academic Credentials:

PhD Speech Communication, Indiana University, 1979
MA, Speech Communication, Humboldt State University, 1976
BS, Journalism, Cal Poly, San Luis Obispo, 1973

Additional Academic Accreditation:

2005 certification by University of Maryland University College in online teaching

Teaching Experience:

Provided quality adult instruction and training as adjunct faculty member at University of Maryland University College, Adelphia, MD, 2005 – 2011. Enhanced business and professional communication skills of students while providing public speaking training and interpersonal and written counsel to adults. Used both web-based and classroom education methods.

Created course curriculum, instructed adult volunteers, tested/evaluated/mentored adult volunteers, and administered/supervised all trainers presenting the corporate business uses of social media, 2008-2009, Booz Allen Hamilton Corporation, McLean, VA.

Career overview of teaching experience: Created individual course lesson plans, instructed adult students, and tested/evaluated/mentored adult students in over 20 courses including both web-based and classroom education methods:

- Public Relations, University of Maryland University College
- Business Writing, University of Maryland University College
- Foundations of Speech Communication, University of Maryland University College
- Writing for Managers, University of Maryland University College
- Radio Production & Programming, University of New Haven
- Broadcast Journalism, University of New Haven
- College Radio Operations, University of New Haven
- Analysis & Criticism of TV Characters, University of New Haven
- TV Science Fiction & Persuasion, University of New Haven
- Public Affairs Journalism, University of New Haven
- Radio Programming & Research, University of New Haven
- Broadcast Journalism, University of New Haven
- Audio Production Workshop, University of New Haven
- Human Communication, University of New Haven
- Writing for TV & Radio, University of New Haven
- Mass Communication, University of New Haven
- Radio Production & Programming, University of Louisville
- Communication Theory, University of Louisville
- Mass Communication, University of Louisville
- Organizational Communication, University of Louisville
- Business & Professional Speaking, Indiana University
- Public Speaking, Indiana University
- Survey of Broadcasting, Cal Poly San Luis Obispo
- Public Speaking, Humboldt State University

Created course curriculum, instructed adult volunteers, tested/evaluated/mentored adult volunteers in cable television production and programming courses, 1982 – 1985, Continental Cablevision of Southern Massachusetts, Brockton, MA.

Visiting lecturer, 1983 – 1989, Broadcasting, Bridgewater State College, Bridgewater, MA.

LAS VEGAS COMMUNITY ENGAGEMENT

Las Vegas WON Rotary Club and Las Vegas Business Networking International (BNI) –
Current Las Vegas community engagement experience.

INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS (IABC), Las Vegas, NV

Chapter President (2015 – 2016)

Vice President Electronic Communications (2012 – 2013)

- Served as web strategy leader and webmaster.
- Provided professional writing/editorial management and digital marketing services.
- Trained and coached Las Vegas volunteers (local business leaders) in online strategies.