



**Tricia Morley** is a marketing and public relations consultant to Fortune 100, mid-sized and small businesses. She specializes in helping senior executives raise visibility for their company, expand their public relations or marketing efforts, and create more professional communications.

Tricia develops strategic communication plans and conducts public relations and Internet marketing campaigns for her clients to ensure the right messages reach the right audiences. She builds websites and email marketing tools, conducts stakeholder outreach and media campaigns, writes a broad range of corporate communications and positions executives in public speaking opportunities.

Prior to establishing her consulting practice, Tricia served for more than 20 years in corporate public relations roles in major energy, technology and real estate corporations and has been involved in several startups.

### **TriciaMorley.com and Fresh Edge LLC**

***Principal and Founder***

***2006 - Present***

- As principal of Fresh Edge LLC, Tricia Morley directly serves a range of clients and brings in expertise as needed in business process transformation, sales, marketing and advertising. Services are both strategic and tactical.
  - Executive communications and positioning plans; speechwriting.
  - External communications, including media outreach, websites, email marketing, enewsletters and direct mail.
  - Internal communications, intranets, enewsletters, surveys; communication plans for major organizational change.
  - Marketing communications, sales collateral and presentations, print and online advertising.
  - Stakeholder engagement, strategic plans, community relations.
  - Crisis response strategic plans and materials.
- Tricia's clients have included BP, Metropolitan Transit Authority of Harris County (METRO), NanoHoldings LLC, NanoComposites Inc., ExxonMobil, Proforma Safety LLC, Tuleta Energy (now Activa Resources), Pharmafrontiers (now Opexa Therapeutics) and Envirofuels LLC.

### **NETIQ**

***Senior Director of Corporate Communications***

***2005 - 2006***

- Turnaround consultant hired by senior leadership to revamp the company's global corporate communications. Day-to-day responsibilities were to manage, develop and coordinate media and analyst relations and customer reference marketing initiatives, in addition to directing activities of an external public relations agency.
- Accomplishments:
  - Increased quality and yield of press relationships, coverage and outreach.
  - Served on executive team transitioning company through sale to Attachmate-WRQ.
  - Coordinated external/public relations and internal communications globally during acquisition and merger.

**BMC Software**

***Director of Corporate Communications***

**2004 - 2005**

- Brought first-time alignment to public relations and internal communications activities across global operations through restructuring of priorities, roles and responsibilities.
- Brought BMC's employee communications to global best practice levels. Introduced new approaches and technologies, raised profile for executives with global employees, restructured employee communications, created new broadcast email vehicle and upgraded corporate intranet.
- Developed positioning plans for CEO and senior leadership, wrote speeches and coordinated external appearances.
- Spearheaded major internal campaigns related to brand, Company DNA (values), corporate social responsibility, diversity and ethics/compliance.
- Directed team that wrote BMC's marketing and product communications and developed its marketing and sales intranets. Edited success stories and case studies, publications and email marketing communications.
- Coordinated public relations and internal communications related to mergers, acquisitions and staff reductions. Served as communications lead for crisis response.

**Royal Dutch/Shell Group of Companies**

***Manager of Corporate Communications***

**2002 – 2004**

- Served as communications lead during integration of Shell Oil Company into Royal Dutch/Shell and globalization of Shell's businesses that impacted 20,000+ employees in the U.S.
- Managed development and execution of Shell's employee, external and executive communications for Shell in the U.S. through print, broadcast and web media.
- Focal point for U.S. public relations initiatives that included media, employee and stakeholder engagement. Developed public relations strategies for divestitures of U.S. pipeline, retail, refining and lubricants assets and support functions.
- Produced executive communications for the Royal Dutch/Shell Group Chairman and successive Shell U.S. CEOs, presidents and executive leadership teams. Developed executive positioning plans and coordinated nation-wide appearances.
- Coordinated town halls and similar engagements for Group and Shell U.S. leaders with responsibility for logistics, development of content, preparation of leaders and execution of program and associated communications.
- Helped set policy and standards for Shell web sites in 140+ countries as founding member of Global Steering Committee for Shell's international web presence. Served as U.S. communications lead on global crisis response team.

**Shell Oil Company**

***Manager of Executive and Web Communications***

**1998 – 2002**

- Developed employee and external communication programs to help manage change process during global alignment of Shell's businesses and integration of Shell Oil Company into the Royal Dutch/Shell Group.
- Coordinated a team of Shell employee and external communications managers in the businesses to develop strategies and execute communications programs.
- Directly managed the U.S. Internet and intranet sites and set the strategic direction for more than 100 Shell web sites in the U.S.

- Produced executive communications and participated in coordinating executive appearances for Shell U.S. CEOs and presidents, executive leadership teams and the Royal Dutch/Shell Group Chairman. Prepared executives for media and magazine interviews and articles for external publications; edited and sometimes ghostwrote articles.
- Participated in development and/or execution of successive image campaigns for the U.S. market.

**Shell Exploration & Production**  
**Editor, Internal Communications**

**1997 - 1998**

- Developed executive communications for successive Shell E&P presidents; directed internal communications and launched the company's intranet site. Editor for quarterly print publication.

**Western Atlas (now Baker Hughes)**

**Communications Director**

**1993 – 1997**

- Developed global strategies for both employee and external communications and launched the company's Internet and intranet sites. Wrote and produced two 50-page, four-color magazines; one technical.
- Coordinated media relations, wrote press releases. Executive communications.

**Morley Communication Technologies**

**Principal**

**1992 – 1993**

- Full range of marketing communications and public relations services.
- Clients included DuPont, Exxon, The Woodlands Corporation, Meridian Homes, Lucas Management Systems and Houston Lighting & Power.

**Exxon Corporation**

**Public Relations Manager, Friendswood Development Company**

**1989 – 1992**

- Developed marketing and public relations communication plans and wrote newsletters, brochures, press releases and advertising. Engaged with media and coordinated with public relations and advertising agencies. Organized special events associated with the annual Showcase of Homes.

**University of Houston**

**Program Director**

**1983 – 1989**

- Directed professional development programs at the University of Houston; launched first non-credit professional development program for public relations in Houston.
- Engaged extensively with external stakeholders, including the media, Greater Houston Partnership, industry advisory boards, national and state organizations and local public interest groups.
- Taught language courses in Spanish and English for Foreign Professionals.

**Education**

- State University of New York at Albany, M.A.
- State University of New York at Oneonta, B.A.
- University of Houston Public Relations Program

## **Executive Positioning and Speechwriting**

Tricia Morley has written executive speeches and coordinated executive appearances at conferences and other events sponsored by:

### ***Organizations and Institutions***

Department of Education  
Department of Energy  
National Points of Light Foundation  
National Conference on Volunteering  
George C. Marshall Foundation  
Conference Board  
Greater Houston Partnership  
Houston Forum  
Urban Land Institute  
Consular Balls  
Shell Houston Open  
United Way  
Houston Symphony

### ***Energy-Related Events***

Cambridge Energy Research Associates (CERA) Conferences  
World Energy Council  
Oil Technology Conference (OTC)  
Global Forum on Personal Transportation 2002  
World Refining Magazine

### ***Diversity-Related Events***

National Urban League  
Congressional Black Caucus  
League of United Latin American Citizens (LULAC)  
National Hispanic Chamber of Commerce  
Asian Chamber of Commerce  
Diversity Best Practices Annual Galas  
Catalyst Award Galas  
Diversity Roundtable (Houston)  
Women's Business Enterprise National Council  
Women's Executive Leadership Summit  
Executive Leadership Council CEO Roundtable and Gala  
Minority Corporate Counsel Association (MCCA)  
Texas Minority Counsel Association  
American Bar Association Margaret Brent Award  
Houston Minority Business Council

### ***Universities***

Columbia University  
University of Illinois  
Rice University Jesse H. Jones School of Management  
Rice University Baker Institute for Public Policy  
Rice University Center for Sustainability  
Sustainable Mobility Conference  
MIT Sloan School of Management

Houston Baptist University Brown Distinguished Speaker Series  
University of Houston School of Management  
Harvard Business School Club  
Wharton Energy Club

***Published Materials***

Tricia Morley has written/edited company coverage in the following:

Profiles in Diversity Journal: Saluting the 2004 CEOs of the Year, Sept. 2003, Oct. 2004  
Profiles in Diversity Journal: Shattering the Glass Ceiling, Nov/Dec. 2003  
Minority Corporate Counsel Association (MCCA) magazine: Fortune 500 Women General Counsel in 2004  
Fast Company (foundation material for two articles), 1998  
Women in Technology (WITI) Online, 2005  
Business Management Asia Magazine 2004

Shell Publications, successive years (Annual Report, Shell News magazine, Diversity Reports, employee newsletters)  
Western Atlas magazines, successive years (wrote and designed technology and employee magazines)  
BMC Publication, Enterprise Leadership