

Sunny Gettinger

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QUALIFICATIONS PROFILE

Results-oriented, creative senior manager with an emphasis on communications, planning, and partnerships with over twenty years of experience in the corporate, not-for-profit, and political sectors. Expertise in large scale project management, partner development, message development and internal and external communications. A strong coach, mentor, manager, and leader with a track record of developing talent and taking team achievement to the highest level. Strategic planner with ability to integrate the optics and business needs to bring new projects to market.

CORE COMPETENCIES

- Change Management Planning and Communications
- Team Development and Performance Management
- Internal Communications & Public Relations
- Relationship & Partnerships Management
- Project Management and Negotiations
- Strategic Planning
- Public Relations & Messaging

PROFESSIONAL EXPERIENCE

GOOGLE FIBER, (Mountain View, CA) 2015 - Present
(Video Service Provider/Highspeed Internet)

Head of External Communication

Lead messaging and communications for all Google Fiber's efforts

- Oversee work of agency teams for all Google Fiber markets
 - Included major launches in Mesa, Arizona, West Des Moines, Huntsville, Louisville, and Nashville, rolling out our multi-gig products, and TV upgrades and retirement
- Drive communications strategy and create messaging and narratives for national corporation
 - Reinvigorated the Google Fiber Blog to serve as both the unique voice and our main news source, driving readership numbers and media coverage
- Lead proactive media engagement to drive sales and brand awareness
- Manage all media inquiries
 - Including managing crisis communications for all local teams

Metro Expansion Lead, Jacksonville & Tampa, FL

Project lead for Google Fiber's efforts in Jacksonville and Tampa,

- Established and maintained ongoing relationships with metro authorities for the purpose of building Google Fiber's network in the Tampa and Jacksonville Markets
- Identified and obtained key pieces of infrastructure
 - Successfully negotiated the agreements for 20 hut sites over both markets with 3 municipalities
- Served as key contact and project lead for the city, including on key initiatives like One Touch Make Ready ("Climb Once")
- Identified opportunities for Google Fiber in the market to partner with other asset owners

INDEPENDENT CONSULTANT, (Jacksonville, FL) 2015

(Communications, Change Management, Human Resources)

- Consulted on major institutional change management and strategic initiatives for Fortune 500 companies and regional businesses, including communications, messaging, focus groups, research and analysis

GOOGLE INC., (Mountain View, CA) 2006-2015

(Internet Search & Technology Company)

Senior Manager, People Operations, 2009-2015

- Project manager for the Diversity team on cross-industry initiatives to increase diversity across the entire technology ecosystem
- Lead team of 3, with dotted-line responsibility for 5 more project staff, -- all direct reports were promoted (some multiple times) and showed significant growth in performance management tracking
- Rolled out new performance management system to 50,000+ Googlers around the world as the communications lead, including all system design materials and language, training planning, design, and execution for HR business partners, managers, and Googlers, and stakeholder management, as well as 18 months of planning and updates during the development process
- Lead cross-functional communications project teams on key compensation initiatives, along with all day-to-day compensation communications needs:
 - Class C Stock launch: Communications planning and execution on the company's issuing of a new class of stock, coordinating communications with our Investor Relations teams to ensure that both internal stockholders and those outside of Google were properly notified of the proposal and of key milestones throughout the process and the effect on their stock holdings. The announcement resulted in minimal churn and the fewest number of requests to the Stock Admin team ever after an announcement of this magnitude.
 - Compensation revamp: Overhauled our existing compensation system for all Googlers, both sales and company plan, completing over 48 hours of video conferencing session, plus separate training for managers. Managed the stakeholder engagement process throughout the design process, including board materials and executive roll out. The changes were widely well received, despite being an overhaul of a central HR process.
 - Tradeable Stock Option sunset: Closed the popular (but redundant) internal program which allowed Googlers to capitalize on the time-value of their stock options with minimal outcry or disruptions
- Lead benefits communications, including key initiatives:
 - Increased Paternity Leave: Navigated a tough messaging challenge for our executives in explaining differentiated global benefits
 - Insurance Provider Changes and Affordable Care Act effects: Rolled out a broad change to our US insurance benefit, engaging not only Googlers and dependents to better understand the offerings and pick the best plan.
 - Same-sex partner changes: Worked closely with our legal team to explain our new program for same-sex partners and why we differentiated (pre-federal acknowledgement) between states with same-sex marriage and those without.
 - Child care system changes: Suggested new enrollment model for Google child care program to remove wait list uncertainty which was adopted and well-received. Provided team for strategy for dealing consistently and sensitively with changes to rates, availability and curriculum.
- Created self-service model for all acquisition communications, which allowed our mergers and acquisitions team to hand off this cumbersome piece of work to HR business partners

Senior Manager, Global Communication & Public Affairs, 2006-2009

- Served as on the record spokesperson for all workplace culture and human resources inquiries
- Developed pro-active strategy for establishing Google as "THE" place to work for, capitalizing on our first Great Places to Work (GPTW) win in 2007 and subsequent placement in 2008 and 2009.
 - Leveraged GPTW wins to position Google as market leader in workplace innovation to support a recruiting organization that doubled the size of the company each year from 2006-2008
 - Built on this branding effort by highlighting innovation in the HR space -- including efforts to take more scientific approaches to hiring, improving managers, and helping Googlers be healthier to show growth and change over time, keeping the narrative fresh over the 3 year period

- Managed both internal and external communications for all layoffs and reorganizations during the recession
 - Developed and implemented the system Google continues to use for all sensitive communications of this type, which allows affected employees the most flexibility and was well received in all circumstances
- Logistical lead for the CNN/YouTube Republican & Democratic debates during the 2008 presidential election
- Product communications: Developed and executed both proactive and reactive communications plans for a host of Google products, including iGoogle, Google Answers, and Google Trends
 - Managed both Google's first product retirement (Google Answers) and first product renaming (Google Personalized Homepage)

Google Honors

- **GIFFIE for Best Supporting Player 2023**
- **OC Award** (2nd highest company honor), LGBT Benefits changes
- **OC Award**, Compensation changes
- **Google Globe Award**, (highest communications award), Googleest Googler for team contribution and creation of team culture, support, & mentoring
- **Google GRACE Award**, (highest marketing award), CNN/YouTube Debates

CLARK FOR PRESIDENT (Little Rock, AR) 2003-2004

(Presidential Campaign)

Director of Press Advance

- Consulted on media strategy for all campaign events, serving as local media/event expert
- Designed and oversaw implementation for daily "Message of the Day" events, ensuring consistency of messaging and brand
- Directed all media logistics for the Clark campaign, including:
 - Created daily press advisories and media schedules
 - Managed traveling press corps arrangements
 - Served as chief logistical contact for national press corp
- Supervised ~30 press advance people on the road
- Led several trips for both General and Mrs. Clark during the New Hampshire primary, managing a team of 8 to ensure that each piece of the trip was successful, including voter outreach, messaging, scheduling, transport, and media coverage

CALIFORNIA SHAKESPEARE THEATER (Berkeley, CA) 2001-2003

(Regional Equity Theater)

Publicity & Publications Manager

- Pitched national and regional stories for Bay Area's largest summer theater broadening scope to radio and independent outlets to increase young audience attendance, resulting in an increase in media attendance to opening nights and subsequent box office returns
- Provided public comment on local arts concerns on behalf of the theater
- Wrote, designed, and edited all theater publications to maximize return on investment, highlighting opportunities to donate, volunteer, or get involved with the theater in the tri-annual newsletter, which went to 10,000 subscribers and supporters, and the seasonal program, which reached 25,000 attendees
- Created and managed an administrative internship program for the theater, bringing in ~7 interns over 2 seasons

GORE/LIEBERMAN 2000, (Nashville, TN) 1999-2000

Florida Recount Media Coordinator, 2000

- Managed, booked, and planned Florida State Capital media appearances and arrangements for all Democratic surrogates and operatives

Associate Director of Press Advance, 2000

- Promoted to oversee traveling press advance people out of headquarters
- Developed national media logistics and oversaw implementation through 50+ press advance people across the country

- Designed visual “Message of Day” concepts to ensure that messaging was delivered into living rooms across the country
- Served as Vice Presidential Joe Lieberman press coordinator and scheduler at Los Angeles Democratic Convention

National & New Hampshire Lead Press Advance, 1999-2000

- Consulted on site selection and build for national campaign event to maximize media and home audience experience
- Managed national press corp movements and “care and feeding” of the traveling press
- Trained new press advance people, serving as mentor for 20+ new press assistants
- Pitched local media stories to drive event attendance and served as local media contact
- Planned “off-the-record” campaign stops to add local flavor to all visits
- Crafted “Picture of the Day” for every trip

EDUCATION

HARVARD KENNEDY SCHOOL, Cambridge MA

Masters of Public Policy, 2006

- Policy Analysis Exercise (thesis): *Individual Preparedness in Chicago: Engaging Vulnerable Populations* prepared on behalf of the Office of Emergency Management for the City of Chicago
- Course work included negotiations, economics, statistics, strategic management and marketing

YALE COLLEGE, New Haven, CT

Bachelors of Arts in English, 1999

- Honors:
 - *The David Everett Chantler Award*, one of 4 awards presented on Class Day, for 4 years of leadership and service to the Yale community
 - *The D.C.L. Saltzman Award* for leadership in Trumbull College
 - *The John Spangler Nicholas Prize* for fostering community in Trumbull College

BOARD & COMMUNITY WORK

- ***Leadership Jacksonville Board Member (Class of 2012)***
- ***Leadership Florida, Class of 2021, Regional Communications Chair***
- ***Memorial Park Association, Board Member, Development Committee Chair (2022-Present)***
- ***Jewish Community Alliance***
 - ***Current Board Member & Secretary***
 - ***Recipient of the 2018 Esther Leah Ritz Next Generation Award, JCC Association of North America***
 - ***Recipient of the 2017 & 2023 Howard Korman Award for Outstanding Board Member***
 - ***Chair, Jacksonville Jewish Film Festival (2016)***
- ***West Riverside Parent Teacher Association (PTA) & James Weldon Johnson PTSA Exec Board Member***
- ***Early Learning Coalition of Duval***
 - ***Board Member from 2012-2021 - Chaired 2018 Strategic Planning Process***
 - ***Finance committee & lead team member (Vice Chair 2020-21); Comms & Outreach Strategic Plan lead***
- ***Candidate, City Council District 14 - 2019***
 - ***Received 27% of the vote in the first election and 49% in the runoff election (lost by 248 votes of 10,000)***
 - ***Raised over \$225,000 over 16 months (both direct and PAC donations)***
 - ***Managed staff and hundreds of volunteers to meet our goals - knocked over 56,000 doors***
 - ***Drove agenda around long term issues, including sustainability and infrastructure issues***
- ***Riverside Avondale Preservation (RAP)***
 - ***Chair (2015), Vice Chair (2014)***
 - ***Chair, Riverside Arts Market (RAM) Advisory committee, 2011-2013***
 - ***Oversaw change management plan between administrations and hiring process***
 - ***RAM significantly increased both revenue and sponsorships during tenure***
- ***Mayor Alvin Brown Transition Team, Workforce Development Committee appointee***
- ***Audrey Moran for Mayor, Community Conversations organizer and volunteer***