

Kimberly Curney

Global Marketing & Communications Leader
Diversity, Equity and Inclusion Advocate
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PROFESSIONAL SUMMARY

Recognized leader with global Marketing, Communications and Diversity, Equity and Inclusion expertise. Broad experience in innovative communication initiatives for large market-leading companies across diverse industries. A respected leader of cross-disciplinary communications teams, successful in managing large budgets and driving change and buy-in at all levels through the implementation of integrated, multi-channel communications and marketing initiatives. Inclusion and diversity expertise in areas including abilities, gender, ethnicity and race, generation, and LGBTQ+.

PROFESSIONAL EXPERIENCE

ACCENTURE

12/2022 – Present

People Engagement Business Partner – Global Communications Lead

Strategic business partner and leading authority on people engagement and communications with Marketing and Communications (M+C) leadership and business stakeholders. Leading with an audience-first mindset, leverage data and insights with advanced targeting to deliver highly personalized and relevant experiences for internal audiences, senior leaders and our people.

08/2019 – 12/2022

Marketing and Communications North America Diversity & Inclusion Lead

- Led the strategic planning, development and implementation of the North America Inclusion & Diversity (I&D) Program focused on educating employees and celebrating more than 70 “key moments” highlighting various ethnic, interfaith, gender, generational, abilities, LGBTQ, and military-centric moments and holidays.
- Led the social media strategy for amplifying Accenture’s Inclusion and Diversity commitment, both internally and externally across North America.
- Developed and implement strategic executive communications strategies, including storytelling, internal channel communications across various media and channels, external social amplification, media relations, crisis communications and external brand positioning.
- Strategically advised Executive leaders, Human Resources, Candidate Marketing, Corporate Communications and Training organizations on how to continuously build awareness of Accenture’s brand positioning and ensure an inclusive and diverse representation of our people and brand both internally and externally—through world-class communications messaging.
- In partnership with a key client and community partner, led development, publication and strategic internal and external amplification campaign for Accenture’s Thought Leadership Point of View focused on Empowering the future Hispanic American and Latinx digital workforce to create a sense of urgency to maximize digital skills across diverse cultures amongst corporations.
- Collaborated, created and innovated with a variety of cross-organization professionals to develop bold and innovative communications that inspire—and advance engagement—with Accenture people.
- Partnered with the North America Inclusion & Diversity team to develop an integrated marketing and communications strategy, which includes identifying and managing strategic partnerships, speaking opportunities, internal and external events.
- Partnered on the reinvention of all North America people communications and embed I&D messages to help Accenture people feel seen, safe, connected and courageous.
- Effectively managed and partnered with more than 20 employee resource groups—helping to increase membership by 30% to more than 30,000 members across the US and Canada—and build a sense of inclusion, belonging and community across the company.
- Led Executive Positioning and Amplification Program for North America Leadership Team members to identify and position unique opportunities (both internally and externally) to share Accenture’s commitment to accelerating equality for all and creating a culture of belonging—while also sharing our I&D narrative through personalized executive visibility campaigns.
- Led special projects related to the global anti-racism campaign, issues management and many other executive communications related to I&D topics.

- Oversaw relationship management with internal creative teams and external vendors/partners resulting in timely and cost-effective delivery.
- Analyzed data from marketing programs, determine insights and develop recommendations to optimize on an ongoing basis.
- Led special projects and initiatives in the I&D space as circumstance warrant and serve as a subject matter expert on I&D related awards and rankings applications.
- Assessed organizational policies, processes, and procedures including recruiting, talent development, and employee engagement, to effectively work with leadership to develop and implement strategies, communications and programs to attract and retain a diverse and inclusive workforce.
- Functioned as Executive advisor and mentor to the African American Employee Resource Group's Mentoring Program, including program development insights, strategic priorities, communications and marketing.
- Provided strategic direction, content and review for Inclusion and Diversity related crisis communications.
- Led a team of high-performing Marketing & Communications professionals.

ANTHEM, INC

07/2016 – 07/2019

Information Technology Communications Program Director – Office of the CIO

- Senior Communications Executive to Anthem's Chief Information Officer (CIO), and liaison to Anthem's Chief Digital Officer (CDO)—driving communications that align Anthem Technology's goals, objectives, and key messages for both internal and external audiences.
- Led the strategy, development and execution of the Technology Communications Strategy, including IT town halls, external speaking engagements, video script development and production, internal and external events, and cross-organizational collaboration.
- Led complex departmental initiatives, with an emphasis on cross-functional collaboration to plan and implement effective communications and messages for enterprise-wide initiatives.
- Researched, developed, and edited communications materials for senior executive leaders, including internal speaking materials, organizational updates, speaking engagements and business updates.
- Promoted Anthem IT's brand and story, both internally and externally, to drive associate engagement and pride, community involvement and recognition, top and diverse talent recruitment, and stakeholder confidence.
- Drove associate engagement through implementation of community volunteer events, social networking opportunities, and career growth initiatives.
- Inspired Anthem IT associates through production of the Inspired Technology video series – to align associates with Anthem's goals and objectives, while promoting an inclusive and diverse work environment.
- Implemented Technology digital newsletters - distributed to more than 5,000 internal associates, as well as targeted newsletters distributed to Anthem's top 200 leaders across the organization.
- Partnered with the Anthem Corporate Communications team to develop, implement and monitor strategic communications plans in support of enterprise programs and initiatives.
- Led multiple teams in implementing integrated communications across various channels, social media and events.
- Single point of contact for the Business, Human Resources and IT partners for IT communications needs.
- Effectively managed key communications issues with significant enterprise impact.
- Managed external OCIO communications initiatives including CIO social media posts, speaking engagement materials, and awards submissions.
- Metrics management and reporting to Anthem's senior leadership team.

ACCENTURE

07/2000 – 06/2016

Accenture Technology Services Global Internal Communications Lead

04/2015 – 06/2016

- Developed and managed integrated internal executive communication strategies and campaigns for over 226,000 people—more than 60% of the company's employees—to build a strong culture, inform, inspire and engage associates to deliver the company's business plan and drive growth.
- Partnered directly with Accenture's Group Technology Officer and Group Chief Executive for Accenture Technology Delivery, in tandem with external marketing teams, to promote delivery services, emerging technologies and innovations to bring solutions to clients through Human Resources initiatives, Research and Development activities in the Accenture Technology Labs, fast-changing and dynamic technology ecosystem, Platform businesses, Accenture's Technology Strategy and Application Services offerings.

- Advanced the achievement of Accenture Technology's business objectives by creating and executing executive/leadership communications to employees and external audiences including market analysts, customers and stakeholders.
- Wrote executive internal communications, scripts, broadcast emails and other messages with elevated level of proficiency.
- Led a global team to create and execute disruptive communication strategies and campaigns to mobilize, support and advance business priorities across a variety of communications channels including internal portal, social media networks, leadership communications, live meetings, town halls, events, presentations and webcasts, print, video and audio productions.
- Provided senior executive-level counsel and influence leaders and colleagues on best practice communications strategies.
- Drove communications in the \$20 billion-dollar application services market to help grow our leadership position in the marketplace.
- Led a global team of employees, contractors, and marketing/design agencies.
- Directed and managed online collaboration news channel on the corporate internal social media site.
- Developed intricate growth model reorganization communications to inspire and engage Accenture Technology people and instill pride in being a part of Accenture Technology, vividly illustrating how Accenture Technology powers clients, business and careers.

Accenture Technology North America Marketing and Communications Lead 03/2014 – 04/2015

- Managed internal executive communications across the Accenture Technology growth platform in North America (NA).
- Developed and implement strategic communications plan for the North America Technology senior managing director advising on best practice internal communications strategies.
- Managed executive communications (video and digital) including, account planning, personnel reorganizations/onboarding, state-of-the-business memos, and recognition program communications.
- Orchestrated the Client Site Visits program, coordinating a fireside chat tour across North America for the North America Technology senior managing director and senior technology leadership within Accenture's elite client accounts, as well as hold leadership meetings/town halls with internal account management – with more than 50 site visits completed during Fiscal Year 2015.
- Managed monthly North America sales enablement newsletter/postcard for Technology executives.
- Developed channel to measure quarterly accomplishments updates and communications metrics reporting – from written report to video montage – including coordination of video production for North America Technology managing director, as well as multiple video vignettes from delivery teams on notable delivery success stories – script writing, video editing and distribution.
- Led external marketing campaign across North America for Accenture's 2015 Technology Vision thought leadership point of view, which pinpointed the emerging technology trends impacting large enterprises in the next 3-5 years.

Technology Global Delivery Network Internal Communications Lead 04/2010 – 03/2014

- Led internal communications across Accenture's Global Delivery Network (GDN)—the largest and most diversified group of strategy, digital, technology and operations professionals in the world.
- Managed a team of GDN communications professionals across India, China, Europe and North America—having created a proven communications governance model to ensure consistent messaging, stakeholder buy-in and world-class communications implementation.
- Collaborated with Accenture media, analyst, and geographic marketing teams and proposal centers on Technology Delivery and GDN content.
- Developed and revised core set of external Accenture Technology Delivery messages to share with clients at events and on Accenture's external site – promoting Accenture's differentiated Industrialization capability in the marketplace.
- Developed external Industrialization marketing materials used by Technology Account Leads and other stakeholders during client discussions to highlight Accenture's Industrialization capabilities with a focus on Agile and various one-to-many services and benchmarking results.
- Managed implementation of a flagship, 24-hour Global Delivery Network "LIVE", interactive communications event, including internal communications planning and execution across the Delivery organization, postcard development and script development for Accenture's CEO and Group Technology Executive.

Change Management Communications Lead

08/2007 – 04/2010

- Developed employee communications related to the reorganization of the Technology growth platform, an organization of more than 110,000 employees.
- Developed and implemented an integrated human resources communications strategy and plan across the organizational transformation initiative, partnering with Marketing and Communications to ensure integration and effectiveness.
- Created individual communication plans for multiple work streams ensuring key message distribution to stakeholders, with consistent, relevant communications across multiple channels and audiences.
- Led message content development, facilitated reviews and marshalled approvals.
- Created and implemented Stakeholder Analysis and Management Approach, Communications Strategy and Plan, SharePoint site, Engagement events, New Training and related Change Interventions.
- Monitored communications effectiveness and implemented continuous improvement initiatives.
- Provided mentoring, coaching and professional development for Change Agents.

Communications Manager

06/2004 – 08/2007

- Led a team of communications professionals, across multiple time zones, to implement a global change management and communications plan to support implementation of an industrialized delivery model in Application Outsourcing, a service group with 45,000 people.
- Developed and implemented an integrated, global communications plan and strategy for all stakeholders, including clients, executive leadership and team members to ensure overall engagement and commitment to the changes occurring within the organization.
- Led the North America Change Agent Network of Portfolio Delivery Managers engaged to drive effective communications and change implementation through multiple levels within the organization.
- Developed multiple change management and communications vehicle and collateral including internal web site, senior executive speaking points, strategic communication presentations, employee communication messages, program brand identification and promotion.
- Led project-specific people initiatives including global employee survey analysis and action plan development.
- Created Cultural Integration Program promoting best practices for working with and managing co-workers in the US and abroad (web site, learning courses, cultural documentation and best practices).

Change Architect/Change Management Consultant

07/2000 – 6/2004

- Pioneered collaboration between offshore and onshore communications resources to ensure consistent, timely messages reached a globally merged team of more than 3,000 resources.
- Orchestrated and implemented multi-cultural employee summits in both the United States and India.
- Managed a team of offshore communications resources to drive synergy and collaboration in marketing.
- Designed a Cultural Integration Program promoting best practices for working, communicating with and managing co-workers in the United States and abroad (web site, learning courses, cultural documentation and best practices).

Additional accomplishments include:

- o Developed and implemented internal marketing and communications strategy in support of internal training programs
- o Managed multiple programs and cross-team resources
- o Identified and managed program risks and mitigation strategies
- o Developed workable, practical and measurable work plans defining activities and key deliverables
- o Identified vendors and manage relationships as appropriate
- o Managed internal and external client relationships

EDUCATION

Georgia State University – Atlanta, GA

03/1993

Bachelor of Arts, Communications

PERSONAL INTERESTS

In my spare time, I enjoy spending quality time with my family and being active in my community. I have served as the PTA President and Treasurer at Partee Elementary School, and currently serve on the Shiloh High School Council. Additionally, I have held the role of Vice President of the Shiloh High School Softball Booster club and am currently an active advocate across the school and community.