

CHRIS POYNTER



PROFESSIONAL SUMMARY

Accomplished senior public relations leader whose expertise includes communication strategy, media relations, storytelling, special events, crisis communications.

EXPERIENCE

FEBRUARY 2018-CURRENT

Public Relations and Partnerships Manager | Brown-Forman | Louisville, KY

- Oversee and manage global public relations and global partnerships for Woodford Reserve, the top's world's top-selling super-premium American whiskey.
- Manage the partnership between Woodford Reserve and The Kentucky Derby. Woodford became presenting sponsor of Derby in 2018.
- Oversee and execute messaging for the Woodford Reserve brand.
- Manage the Woodford PR budget and New York City-based PR agency.
- Help direct global PR agencies representing Woodford Reserve around the world.

JANUARY 2011-CURRENT

Director of Communications, | Office of Mayor Greg Fischer

- Oversee all aspects of internal and external communications for the mayor and city government in a complex political, social, economic and cultural environment. Mayor's chief spokesperson.
- Provide strategic messaging, public relations and media outreach to advance the city's and mayor's brand narrative -- innovative, healthy, compassionate, global and inclusive. Thousands of annual earned media stories, speeches and public appearances to expand the messaging.
- Oversee national media strategy that has resulted in exposing Louisville to a broad audience, from stories in the New York Times on the city's economy to a lengthy feature on PBS News Hour about the city's relocation of the Confederate Monument.
- Manage special projects, including the Mayor's Bourbon and Food Work Group to grow bourbon tourism which, among other things, led to the creation of Bourbon & Beyond.

- Helped plan, manage and oversee the Muhammad Ali funeral/life celebrations and worldwide media relations -- using the weeklong public events as a method to positively showcase Louisville to a global audience.
- Created new communication strategies for the city, including a mayoral podcast and text alerts to citizens. Grew social media following from zero to more than 100,000 across Facebook, Twitter, Instagram.

MAY 2010-DECEMBER 2010

Director of Communications, | Campaign to Elect Greg Fischer

- Led all communications including earned/paid/social media, advertising and public events for a successful campaign.

JANUARY 2007-MAY 2010

Deputy Director of Communications, | Office of Mayor Jerry Abramson

- Led economic development communications; created the city's national media strategy.

AUGUST 1998-DECEMBER 2006

Writer, | The Courier-Journal

- Covered issues at the heart of the city's struggle to grow and. from the downtown arena debate and construction to contentious land development issues.

JUNE 1997-JUNE 1998

Copy Editor | Shanghai Star/China Daily | Shanghai , China

- Copy editor for the English-language newspaper.

MAY 1996-MAY 1997

Writer | The Tallahassee Democrat | Tallahassee , Florida

- Covered local, state and federal courts.

SEPTEMBER 1994-JUNE 1996

Writer | The Jackson Sun | Jackson , Tennessee

- Covered the local public school system.

EDUCATION

Bachelor of Arts

Western Kentucky University

AWARDS/HONORS

- 2018 Linda Bruckheimer Award for Historic Preservation, presented by Preservation Kentucky
- 2017 Communicator of the Year, National Association of Government Communicators
- 2017 Ida Lee Willis Award for Historic Preservation, Kentucky Heritage Council
- 2017 Mary Spears Van Meter Award for Preservation, Hopewell Museum of Paris, Ky.
- 2016 Leadership Louisville graduate