

Jerilan Denise Greene

Strategy & Transformation / Communications, Government Affairs & Sustainability

A global executive with strong depth in corporate strategy, organizational transformation, brand positioning, reputation-building and stakeholder engagement.

Proven success in leading growth, organizational and cultural renewal and high performance teams. Agile, high-energy leader with a passion for shaping the emerging future and coaching people and organizations to realize their infinite potential. Unique ability to conceptualize strategy and drive it through to the tiniest detail, building up the capability, energy and results of teams and organizations along the way.

Thrives in new situations where the solution has to be found and no precedent exists. Adept at building productive partnerships with internal and external stakeholders across functions, borders and styles of engagement. Experienced in EU, Latin America and Asia-Pacific markets. Strong track record of leading companies to thrive in complexity, detailed execution and ambiguity. Kellogg MBA. Brookings Institute Certification in Policy Strategy & International Relations. Gallup Certified StrengthsFinder Coach. Trained Ontological Coach.

YUM! BRANDS, INC. • Louisville, Kentucky

2011 - present

NYSE-listed global franchisor of KFC, Taco Bell and Pizza Hut • 45,000+ restaurants in 135 countries and territories • 1.7 million company and franchise associates • Leader in Emerging Markets • Great Place to Work

Chief Communications and Public Affairs Officer

- Leads global reputation and corporate positioning of Yum! Brands portfolio of brands, overseeing global communications, public affairs, government affairs and sustainability policies and strategies. Senior advisor to Yum! Brands CEO, CFO, General Counsel and Chief Transformation Officer.
- In 2016, served as the central communications and public engagement architect for (a) separation of the China business into an independently, publicly traded company and (b) re-crafting of Yum! Brands global growth and transformation strategy, vision, mission, values and supporting integrated communications to drive new positioning.

Vice President, Public Affairs

- Senior communications advisor and writer to Yum! Brands, Inc. Chairman and CEO, Chief Operations Officer, Chief People Officer and Chief Public Affairs Officer and other global leadership. Led integrated communications launch of Yum! Brands Chairman and CEO David Novak's best-selling leadership book, *Taking People With You*.
- Directs messaging, writing and strategy execution across the full spectrum of Public Affairs and Engagement, including the Annual Shareholder Report, Corporate Social Responsibility, Sustainability, Community Relations, Government Affairs, Stakeholder Engagement, Operations and Food Safety.
- Provides coaching and builds brand communications capability for US and international brand teams. Led visioning and strategy articulation to reposition Public Affairs' and integrated communications' role as creating the best possible environment for our brands to grow and succeed.
- Leads global corporate communications to engage and build know how among 1.5 million associates and franchisees in Yum! Brands, Inc. Reinvented global strategy, channels and measurement for leadership communication, knowledge-sharing with social media platforms, video networks and 24-7 global news bureau.

EDELMAN • Chicago, Illinois

2007 - 2011

Voted 2013 Global Agency of the Year by the Holmes Report • World's largest public relations firm • 67 offices and more than 4,800 employees worldwide, as well as affiliates in more than 30 cities

Executive Vice President, Corporate Affairs and Change Leadership

- Developed the strategic change agenda for a global consumer goods company facing cash shortfall, cost and organizational restructuring and introduction of a new corporate strategy and culture. Partnered with the VP, Global Communication, Strategy and HR teams to drive, manage and measure aligned communication efforts across enterprise initiatives, major geographies and global business units.
- Redesigned and optimized strategy and structure for Corporate Affairs and Communications functions in pharmaceuticals, energy, consumer goods and financial services, resulting in improved communications systems, alignment with the business, staff capabilities and cost-efficiency.
- Partnered with CEO of for-profit education company to plan and announce sensitive leadership transition and business continuity plan affecting Board members, communities, media, faculty and students. Facilitated decision-making and scenario planning among C-Suite team, created messaging and communications plans, analyzed media response and mobilized the communications team and agencies to deliver on the plans.
- Created the vision, corporate narrative, executive positioning and corporate communications plan for a US medical device company facing unclear strategy, delayed product pipeline, negative customer perceptions and leadership trust issues. Advised the CEO and developed a 60-day renewal plan and process to align leadership on strategy and communications. Identified distinct positioning via competitor and stakeholder analysis.
- Developed comprehensive leadership communications strategy and plan for a technology company implementing a retail business model, structure and strategy. Designed interactive social media channel for CEO communications to spark dialogue with employees on customer needs and the competitive environment.
- Mobilized senior executives and communications team at a consumer health company to accelerate the final phase of acquisition integration and complete the global restructuring of the Global Customer Service and distributor network within 90 days. Initiated business continuity risk analysis and facilitated decision-making on customer operations. Developed content and communications for up to 50 customer segments, in 30 countries and eight languages.
- Led and managed company-wide immersion and education on Edelman's proprietary approach to reinvent public relations – "Public Engagement." Conceived and implemented an interactive employee education campaign, including a 48-hour global blog dialogue on Public Engagement, recruitment and training of 40 senior and Millennial generation ambassadors to drive the discussion among 3,000 employees. Designed and conducted quantitative and qualitative online conversation analysis to uncover trends in employee perceptions and comprehension, product development ideas and client readiness and education needs.
- Led organizational change and communications planning for multi-national and global mergers and acquisitions, including establishment of global program office for communications, transition and integration planning, messaging, communications execution, re-branding and people/HR program implementation.

General Management / Business Development

- Restored billings, profitability and revenue potential of Edelman's strategic organizational communications consultancy, Edelman Change. Recruited to turnaround the high-potential US business unit. Directed global repositioning effort for Edelman Change. Led global annual strategic planning and marketing of services.

People Leadership / Talent Development

- Developed and educated global network of organizational change practitioners on service delivery; retrained staff to deliver consultative engagements on strategy implementation, leadership transition, M&A and transactions, management communications, restructuring, cultural transformation, corporate/employer branding and organizational design for corporate communications.
- Earned guest faculty appointment for Edelman's Leadership Academy and election to the agency's "Perfect 10 Club," a select group of client leaders and practitioners who have achieved perfect scores on Quality Evaluation Surveys administered to clients at the conclusion of projects.

BURSON-MARSTELLER • Chicago, Illinois

2005 - 2007

Top 10 global public relations agency • Division of media conglomerate WPP

Director, Corporate/Financial

- Led re-branding of a health coverage provider for small businesses and individuals, resulting in first unified, integrated marketing program for the decentralized company, a sustained increase in awareness and stakeholder engagement metrics and lead generation for year one of the launch.
- Served as Interim Executive Director of U.S. Communications for a global pharmaceutical company, improving in-house programs, processes and structure to reposition the department for delivering on new corporate reputation goals and business objectives.
- Designed and orchestrated a comprehensive crisis response plan for a major U.S. retailer threatened with Department of Labor penalties and class-action lawsuit, successfully resulting in balanced media coverage and effectively reaching employees in 1,400 US locations with company-wide and individual communications.

DELOITTE CONSULTING • San Francisco, CA

2000 - 2005

Subsidiary of Deloitte LLP • Strategy, operations, outsourcing, human capital and technology consulting

Manager, Consulting

- Led merger integration projects for the HP-Compaq and Chevron-Texaco transactions.
- Led corporate repositioning for major telecommunications acquisition, directing an Integrated Marketing Communications client team and advising executive team and transition workstreams, including Sales/Marketing, Customer Support, HR, IT and Finance; and developing communications to employees, customers, shareholders, investors, press and vendors.
- Directed change and communications for HR transformation, career-pathing, executive/employee compensation, HR programs and business process outsourcing for global clients in the health, financial services, technology, manufacturing and consumer goods industries.
- As part of Strategic Communications national leadership team, directed business planning, marketing, thought leadership development and service development.

INCYTE GENOMICS, INC. • Palo Alto, CA

1999 - 2000

Innovative drug discovery and development company

Manager, Public Relations

FLEISHMAN HILLARD • San Francisco, CA

1999

Top 5 global PR agency • Division of media conglomerate Omnicom

Account Executive, Corporate / Business to Business

WATSON WYATT & COMPANY • Chicago, IL • Houston, TX

1997 - 1999

Top HR consultancy • Now called Towers Watson

Project manager, Benefits and Compensation Communications

1992 - 1997 Career Note: Previous continuous employment. Full details available upon request.

KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY

Master of Business Administration • Global Executive MBA Program, 2007-2008

SCHOOL OF COMMUNICATION, NORTHWESTERN UNIVERSITY

Bachelor of Science in Communication Studies

CURRENT AFFILIATIONS: Economic Club of Chicago • Board of Directors, Kentucky Fund for the Arts

Jerilan Greene Biography

Jerilan Greene is the Chief Communications and Public Affairs Officer of Yum! Brands, Inc., (NYSE: YUM). Greene joined Yum! in 2011 and now leads the company's global reputation and public company positioning, including corporate, employee and brand communications, issues and crisis management, stakeholder engagement, government affairs and philanthropy. She also oversees Yum!'s sustainability strategies to drive socially and environmentally responsible growth as a leader in global retail development. Greene has a career track record of leading large-scale, international transformation through strategic, integrated communications and engagement. In 2016, Greene was the central communications and messaging architect for both the spinoff of Yum!'s China business into an independently publicly traded as well as the launch of a new multi-year business transformation plan to drive long-term stakeholder value. Prior to Yum! Brands, Greene was Executive Vice President at global communications marketing firm Edelman. She has also held leadership positions at Deloitte, Burson-Marsteller, Fleishman-Hillard and Towers Watson. An Arthur W. Page Society member, Greene is a two-time graduate of Northwestern University with an MBA from the Kellogg School of Management and a BS from the School of Communication.