

— Curriculum Vitae —

Steve Crescenzo
Crescenzo Communications
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Speaking Experience

Steve Crescenzo is one of the leading speakers in the Corporate Communications industry. He has been named the #1 speaker five times (three times consecutively) at the International Association of Business Communicators' World Conference—an event that draws more than 1800 professional communicators and 80+ speakers from all over the world. In the history of IABC, no other speaker has ever been named #1 more than once.

He has either led sessions or served as the keynote speaker at conferences in Warsaw, Hong Kong, Brussels, Barcelona, London, Copenhagen, Canada, Italy, Australia, New Zealand and all over the United States of America.

He has served as a keynote speaker on employee communications for a wide variety of organizations, including: The International Association of Business Communicators; the National Association of Government Communicators; the National Education Association; the Professional Insurance Communications Association; the International Financial Communicators Association; the Public Relations Society of America; the Professional Association of Investment Communicators; European Training Foundation, and dozens of other smaller associations and groups.

Since 1998, Crescenzo has led more than 150 of his own popular, sold-out seminars across North America. His topics have included Employee Engagement, Strategic Creative Communications, Cutting Through the Clutter, Writing Across All Media, Winners and Sinners in Social Media and The Master Class of Employee Communication.

Consulting Experience

Crescenzo is a widely sought-after international consultant, working closely with firms such as Nokia (Helsinki), Standard Chartered Bank (London), Petrobras (Rio de Janeiro), European Training Foundation (Italy) and Royal Bank of Canada (Toronto). In addition to that, his client list in the United States includes Chevron, Target, Mayo Clinic, GM, GE, Lockheed Martin, UPS, Boeing, McDonalds, American Express, Amgen, Siemens, Verizon, Intuit, Intel, Duke Energy, Eastman Kodak, Honda, Magna Donnelly, Pepsi, and Philip Morris. A full client list is appended to this document.

Crescenzo also writes a popular, influential column in Communication World, the magazine for the International Association of Business Communicators, which goes to more than 20,000 communicators around the world.

A former journalist and publisher, Crescenzo started Crescenzo Communications in 1998.

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Testimonials

"Steve understands communication, what it takes to make your message count, and how to work around the corporate obstacles we all encounter." — Rachel Pearson, ABC, director of corporate communications, Scottsdale Convention & Visitors Bureau and past president of IABC/Phoenix

"(Steve's seminar) dramatically changed the trajectory of our internal communication efforts. It was a seismic shift noticed at the highest levels of our organization... If you have the chance to attend—don't miss it!" — Kathy Baer, employee and leaders engagement, Lockheed Martin

"You'll walk out with so many ideas and tactics you won't know which to use first. A word of advice: use them all." — Colleen Hawk, communications consultant, Arizona Public Service

"Before the seminar was even over I had a million ideas. For the first time I'm excited for Monday so I can start working on a new creative communications plan!" — Amanda Laird, CNW Group/Canada Newswire

"Steve's seminar was spellbinding, practical and engaging. I highly recommend attending his seminars!" — Anna Relyea, Ontario Science Centre

"Steve's style and stories were far more engaging and interesting to me than any other professional training class I have taken in a long time. He is able to directly apply realistic ways to be more creative in the corporate world." — Shaun Maccoun, Southern California Edison

"I learned so much about social media and how to use it effectively. I'm walking away with tons of ideas that I can't wait to try out. Thanks so much for the inspiration, encouragement and advice!" — Peggy Bieniek, Prudential

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Client List

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- Abbott Laboratories
 - Alabama Gas Company
 - Alberta Government, Department of Public Affairs
 - Alegent Health
 - Allstate
 - American Express
 - Amgen
 - Black & Veatch
 - Blue Cross Blue Shield
 - Centex
 - Chevron
 - ComEd
 - Degussa Corporation
 - Duke Energy
 - Eastman Chemical Company
 - E.ON US
 - First Data Corporation
 - GE
 - Hewlett Packard
 - Honda
 - U.S. Department of Housing and Urban Development (HUD)
 - Imation
 - Intel
 - Internal Revenue Service
 - International Association of Business Communicators
 - Intuit
 - John Deere
 - Kansas Department of Labor
 - Kentucky Association of Government Communicators
 - LaFarge
 - League of Chicago Theatres
 - Lockheed Martin
 - MassMutual
 - M.D. Anderson Cancer Center
 - Magna Donnelly
 - McDonalds
 - Merck
 - National Archives
 - National Association of Government Communicators
 - National Education Association
 - Nokia Corporation
 - Ohio Health
 - Ohio State Medical School
 - Pepsi Co.
 - Petrobras
 - Philip Morris
 - Phillips Electronics
 - Phoenix Police Department
 - Pratt & Whitney
 - Priority Health
 - Purolator Courier
 - Royal Bank of Canada
 - Sears
 - Siemens
 - Social Security Administration
 - Southwest Airlines
 - Standard Chartered Bank
 - Target
 - Telus
 - Textron
 - United States Department of Defense
 - University of Michigan
 - Verisign
 - Verizon Wireless