



## ALICE O'CONNOR RESUME

Alice O'Connor founded O'Connor Communications in 1991 after accumulating more than 25 years of experience inside pressrooms, board rooms and state capitols. In her roles as writer, speaker, reporter, lobbyist and grassroots campaign manager, Alice has created hundreds of publicity events designed to increase media exposure and educate or change public opinion about specific policy issues. She has facilitated editorial board visits statewide, written testimony and keynote speeches for a variety of professionals from medicine to business. Her experience is diverse. She has taught presentation skills at the UW Law School and UW Business School Urban Planning Department. She has coached sales teams how to better connect their message to potential customers by increasing their communication rapport and she worked with school board members trying to more simply communicate complex information.

Clients have ranged from Fortune 100 companies to small family owned businesses, non-profit organizations and one on one coaching sessions with executives interested in improving their presentation skills. Alice is a national professional speaker, trainer and coach helping clients expand their talents in areas of leadership, presentation skills, effective use of the media and how to achieve better rapport with their audiences. She is an active member of the Wisconsin Professional Speakers Association.

Current clients draw from the hospitality, health care, medicine, business and financial industries. Alice currently serves on Sue Anne Thompson's Wisconsin Women's Health Foundation Board targeting prevention efforts in areas of mental health, heart, cancer, diabetes, multiple sclerosis, obesity, breast cancer, arthritis and smoking cessation. She has served on a number of boards and was previously one of a handful of Wisconsin delegates to the Congressional Small Business Summit

Alice has an undergraduate degree from the University of Wisconsin and a Masters in Journalism from the University of Oregon and post graduate work in areas of communication skills, authentic leadership and personal development. She is also the Director of Government Relations for the Murphy Desmond Law firm. Alice has three children and is bilingual — she speaks English and teenager.