

KIRSTEN J. PARKER

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PROFILE Deeply skilled communications strategist and executive coach with more than twenty years of professional services consulting and advisory experience. Expert, author, speaker and coach on resilience and communication.

EXPERIENCE **FOUNDER AND CEO** Kirsten J. Parker Consulting LLC | 2021-Present
I help corporate and non-profit executives become more compelling negotiators, presenters, speakers and leaders, increasing their executive presence and emotional intelligence by building a foundation of resilience. Customized solutions focused on developing impactful, influential leaders and leadership teams.

CORPORATE & EXECUTIVE COMMUNICATIONS DIRECTOR Accenture | 2016-2022
Directed executive and global internal communications for the Group Chief Executive of Strategy & Consulting and 40,000 consulting professionals. Designed comms strategy, channels and programs; coached senior leadership. Led account team of comms professionals spanning business areas including Accenture Strategy, Applied Intelligence, Industry X.

- Led launch of 40,000 person, \$24 billion Strategy & Consulting organization and introduction of newly appointed leadership team as part of Accenture's new growth strategy in March 2020.
- Managed \$6+ million communications budget spanning Strategy & Consulting global programs, 25 industry and enterprise function networks, and 7 practices.

Led executive and global internal communications for \$2.5 billion Accenture Strategy business, working directly with the Accenture Strategy CEO. Developed C-suite relationships to become a trusted adviser, coach and valued member of the leadership team. Designed and launched new ways of communicating with 5,000 global Strategy professionals and our clients.

Led executive and global internal communications for the Accenture CHRO and 7,000 Human Resources professionals. Drove innovative and impactful internal social media strategies for Performance Achievement (#2 most followed; 26K followers) and launched strategic video and social Q&A campaigns (#1 video that quarter; 25K exposures in 2 weeks).

GLOBAL NEWS COMMUNICATIONS LEAD Accenture | 2012-2015
Defined and executed Ragan Communications award-winning corporate internal news communication strategy. Led transition of internal comms organization from email to social news delivery (+14% readership, +10% effectiveness, 55% open rate, 23K followers). Special projects included World Economic Forum comms (98% satisfaction among execs, #1 blog), global events, brand launches, company recognition and core values. Founding member of the company's global social media community of practice.

ACCOUNT COMMUNICATIONS LEAD, BEST BUY

Accenture | 2009–2012

Led communications for Accenture’s largest account. Established capability, defined strategy, and implemented global rhythm for 3,000 technology professionals across 14 locations globally. Launched a new leadership team in parallel with kicking off transformational culture change. Established strategic partnerships with client and Accenture CEO comms teams.

TALENT & ORGANIZATION ANALYST/CONSULTANT/MANAGER

Accenture | 1999-2009

Retail, Financial Services, Aerospace, Communications & High Tech Industry Clients

Managed global teams and client relationships to deliver high value business consulting advisory and operations. Clients included: IMI Cornelius, Exostar, Global Crossing, Best Buy, Retek, Oracle, Telenisus, Ameriprise Financial, Future Shop.

CERTIFICATIONS

Gallup Certified Strengths Coach, 2016-Present**LUMA Institute** Certified Design Thinking Practitioner, 2017-Present

SKILLS

- **Coaching and advising** C-suite leaders
- Using well-honed **strategic and analytical thinking** to create and articulate ideas
- Delivering exceptional **concept design, writing, and speaking engagements**
- Applying **Design Thinking** methods and ideas to day-to-day problem solving
- Strong **organizational expertise**, leading and managing teams, change management, and partnering across diverse functional and geographic groups
- Ensuring a **data-driven approach** to project design and delivery
- Contracting and **managing vendors**; owning and managing \$5-10 million budget

EDUCATION

Iowa State University, B.A. Organizational Communications, Honors | 1998*Early work experience: Cookie entrepreneur, retail, boat crew, housekeeping, corporate events*

AFFILIATIONS

Institute of Coaching, McLean, Affiliate of Harvard Medical School

2022-Present

Fellow Member

Non-profit organization dedicated to ensuring scientific integrity in the field of coaching

The Partnership Plan

2018-Present

Board of Directors, Executive Committee, Board Chair

Independent non-profit, 501(c)(3), organization that secures private, supplemental funding to support educational experiences and innovative projects in the Stillwater Area Public Schools

INTERESTS

Paddleboarding, gardening, Wildhive, non-fiction literature, writing, my rescue dog Oliver

REFERENCES

Maria McCandless, Managing Director, CEO Communications, Accenture (Retired)

Mark Knickrehm, CEO Accenture Strategy (Retired)

Nate Boaz, Managing Director, Roark Capital Group

Ellyn Shook, Chief Leadership & Human Resources Officer, Accenture

Jimmy Etheredge, CEO North America, Accenture

Contact information for references available upon request