

CAROLINE CICCONE

(b)(6)

EXPERIENCE:

April 2021—
Present

U.S. Office of Personnel Management

Washington, D.C.

Director of Communications

- Political appointee responsible for overseeing strategic communications at OPM, the federal agency responsible for human resources policy and benefits administration for the federal government (the nation's largest employer).
- Transformed communications strategy at OPM from a reactive approach to a proactive, externally facing approach that reaches key stakeholders and new audiences.
- Oversee communications pertaining to the Federal Employees Health Benefits Program, the largest employer-sponsored health insurance plan in America.
- Develop crisis communications strategy at agency.
- Serve as a strategic advisor to Director and other senior leaders on issues with complex political dynamics or significant risk exposure to agency.
- Oversee communications related to key Biden-Harris Administration efforts, including COVID response and the federal vaccine mandate; the Bipartisan Infrastructure Law; and diversity, equity, inclusion, and accessibility in the federal workforce.

September 2018—
April 2021

Accountable.US / Restore Public Trust

Washington, D.C.

Executive Director

- Worked with president and senior management team to develop and implement long-term organizational strategy that took Accountable.US from nascent stages to a leading government watchdog group that regularly drove national news coverage in leading outlets like the *New York Times*, *CNN*, *Washington Post*, and *Politico*.
- Managed a team of over 30 researchers and communications professionals on strategy, management, and human resources issues.
- Along with operations team and legal counsel, managed compliance with all laws and regulations governing 501(c)(3) and 501(c)(4) organizations; led Accountable.US through the process of applying for and successfully receiving IRS approval to function as an independent 501(c)(3) tax-exempt organization.
- Conceived of and developed brand strategy around accountability group Restore Public Trust; managed its launch as a public organization and successful integration into parent group Accountable.US.

March 2017—
August 2018

Precision Strategies

Washington, D.C.

Managing Principal

- Provided consulting services for private sector clients in the pharmaceutical, health care, and technology industries and advocacy organizations to sharpen their message to both Washington and national audiences.
- Advised clients on strategic and crisis communications affecting their brand, image, and bottom line.
- Developed strategies for corporate clients to expand their customer base through targeted outreach and customer communications.

July 2014 –
March 2017

Americans United for Change **Washington, D.C.**
Executive Director

- Managed strategic budgeting and personnel decisions for organization.
- Planned and executed major message events such as rallies and bus tours advancing key policy issues, including advocating on behalf of the Affordable Care Act and against cuts to Medicare and Medicaid.
- Oversaw digital and paid advertising efforts, worked with polling firms on national and state-specific polls commissioned by Americans United for Change.

September 2013 –
June 2014

U.S. Small Business Administration **Washington, D.C.**
Deputy Assistant Administrator for the Office of Communications and Public Liaison

- National spokesperson for SBA for national and business publications.
- Coordinated with White House and other federal agencies to amplify Administration’s economic agenda.
- Helped develop strategy to communicate with small businesses about their health insurance options in the individual marketplace.
- Managed and advised team of 30 on issues related to communications, press, marketing, digital efforts, and stakeholder outreach.

June 2007 –
September 2013

Democratic National Committee **Washington, D.C.**
Deputy Communications Director, Director of Regional Press, Regional Press Secretary, Deputy Press Secretary

- Spokesperson and senior manager of DNC communications team.
- Oversaw speechwriting process and message development for DNC Chair’s remarks, political letters and remarks for President Obama, DNC statements, and other messaging documents.
- Managed successful rollout of announcement of Charlotte as site of the 2012 Convention; managed events with President, Vice President, and other major principals.
- Coordinated comprehensive press strategy across states to advocate for the passage of the Affordable Care Act.

March 2006 –
June 2007

Office of U.S. Senator Barbara Boxer **Washington, D.C.**
Deputy Press Secretary, Press Assistant

- Wrote talking points and staffed Senator at press conferences and events.
- Drafted video greetings, op-eds, and press releases for state publications on local issues.

EDUCATION:

September 2000 –
December 2005

Stanford University **Stanford, CA**
BA, International Relations; MA, Media Studies