

BIOGRAPHY

Bill Kelly

Bill Kelly is a polished, creative public relations professional with broad experience in all aspects of corporate communications, including investor relations and financial public relations. A strategic thinker whose comprehensive programs enhance business results, he spent more than 25 years in Fortune 500 and international business environments before teaming up with his friend Laura Malis to form HarveyMalis Communications.

At HarveyMalis Bill has focused on projects that raise visibility and increase favorable awareness of the firm's clients. He has designed and written a case statement and brochures for The Institute of Healthcare Communication (formerly the Bayer Institute) and written and placed op-eds for the American Red Cross Charter Oak Chapter and the Community Foundation of Greater New Haven.

His work for CURE (Connecticut United for Research Excellence), the state bioscience organization, has included launching a highly successful electronic newsletter and press relations that have netted numerous placements for CURE's CEO, including the front page of *The Hartford Courant* and the cover of *Profile*, the New Haven Chamber of Commerce magazine.

As director of media relations at the U.S. subsidiary of ABB, the Swiss engineering company, Bill won 40 placements, including the front pages of *The Washington Post* and *The New York Times*, in a six-week campaign that established ABB as a top player among businesses supporting the normalization of U.S.-China trade relations and positioned ABB's U.S. business for the sale of nuclear reactors to China.

For executive development sessions conducted twice each year at Duke University's Fuqua School of Business, Bill designed, scripted and conducted a four-hour crisis-training exercise that featured mounting "developments" and mock interviews with a "TV reporter." The training module received outstanding reviews from the executives involved.

While at ABB, Bill placed several op-eds on behalf of the CEO of the U.S. subsidiary. He also secured the front cover of *Industry Week* magazine, and the "CEO of the Year" award, for the CEO of the Swiss parent company. He was assigned to Zurich for six months as a member of the team that created ABB's first corporate website. He developed a media strategy and a detailed Q&A document when, on the eve

of listing on The New York Stock Exchange, the company faced a U.S. Department of Justice complaint alleging bid-rigging.

As executive director for external relations at the Yale School of Management, Bill implemented a professional media relations structure at the school, tripling the number of press contacts and clips per month, at a time (1992) when business schools were first being subjected to rankings in the popular press (*Business Week*, *U.S. News & World Report*).

While vice president of corporate communications at IMCERA, a medical products company now known as Mallinckrodt Group, Bill secured placements in *The Wall Street Journal*, *Barrons*, *Money*, *Financial World*, etc. and developed a multi-pronged IR marketing plan to double the number of investment professionals owning shares. In a series of road shows, 82 firms were contacted via 114 meetings in 12 cities during the course of a year. The result was that the number of institutions owning shares increased 49% from 133 to 198. The beta (volatility) of the share price was substantially dampened from 1.20 to 1.07.

As vice president of public relations at GE Capital, Bill organized – in a welcome change from tennis and golf outings – a series of customer breakfasts featuring top former statesmen such as Henry Kissinger and Caspar Weinberger speaking on world affairs, in cities such as Toronto, New York, Los Angeles and London.

In the 1980s Bill worked with the McKinsey consulting company to streamline PR operations during the merger of Celanese with Hoechst, the German chemical and pharmaceutical giant. Joining the new company as director of corporate communications, he forged a new national identity for Hoechst Celanese through a program that included a name change, new logo, new signage and national and local advertising.

His award-winning campaign included a series of corporate sponsorships tied to local events (such as the Somerville bike race) and to red-letter calendar days. For example, to mark National Chemistry Day, Bill arranged for a Nobel Prize-winning chemist, Roald Hoffman of Cornell, to visit the corporate headquarters and take part in a series of media events, including meeting with company R&D staff in the morning, team teaching a local high school chemistry class in the afternoon, and delivering a public lecture in the evening.

At Hoechst Celanese Bill was spokesman for the U.S. company when RU-486, the so-called “morning after pill,” was developed and marketed in France, agitating both ends of the political spectrum.

As a manager and director at Union Carbide Corporation, Bill produced seven annual reports and numerous quarterly and annual earning releases. He organized a European IR tour and initial listings of the company on the London and Frankfurt stock exchanges.

Bill was Carbide's director of media relations during the crisis surrounding the explosion at the chemical plant in Bhopal, India, orchestrating daily briefings to the print and broadcast press, preparing Carbide officers for media appearances, and improvising many of the techniques and strategies that have since become recommended practice in crisis situations. About six months after the Bhopal incident, Bill worked with the CFO, Clayton Stephenson, to successfully defeat an attempted takeover of the company.

Bill received an A.B. degree from Harvard College, an M.A. in journalism from The University of Wisconsin and an MBA from the Tuck School at Dartmouth. He and Barbara, his wife of 30 years, live in Stratford, Conn. Daughter Alanna is a senior at Columbia and daughter Keara is a junior at Brown.