



Len Gutman

OWNER, OPEN DOOR COMMUNICATIONS

My Website: <http://www.opendoorcommunications.com>

My Blog: <http://www.valleyprblog.com>

Portfolio

Sept. 08 Southwest Graphics Magazine article

Social Networking Article in Southwest Graphics Magazine

PR for Small Businesses

Article in Southwest Graphics Magazine

Work History

Open Door Communications, LLC

Phoenix, AZ, United States

Jan 2000 - Present

President

Own and operate communications consulting practice, offering clients communications counseling, strategic development and tactical execution of a wide variety of public relations, community service and communications programs. Clients have included corporations such as General Dynamics, Best Western International, Trammell Crow Company, Raytheon, Arizona School of Health Sciences, Evergreen Development, Microchip Technology, Atomic Comics, and Avnet. Open Door Communications offers clients communications counsel on a wide range of corporate matters, including acquisitions/divestitures, labor relations, human resources and benefits, supply chain/enterprise resource planning, brand management, investor relations, media/community relations and marketing communications. Responsible for company's day-to-day management, sales and marketing, client relations, budget oversight and vendor management. Company has seen steady revenue growth year over year.

Arizona State University

Phoenix, AZ, United States

2008 - Present

Faculty Associate

The Walter Cronkite School of Journalism and Mass Communication

- JMC 417 Public Relations Campaigns (Spring 2008)
- JMC 415 Writing for Public Relations (Fall 2009)

Chandler Gilbert Community College

Chandler, AZ, United States

2009 - Present

Adjunct Professor

- ENG101 Composition (Two Sections, Fall 2009)

Delta Airlines

Atlanta, GA, United States

1999 - 2000

General Manager, Communications

Responsible for the development and implementation of a strategic communications program for the company's Airport Customer Service (ACS) division. Encompassing more than 22,000 employees, ACS includes all of Delta's ramp workers, ticket agents, gate agents and other customer service personnel located at more than 200 airports around the world, plus more than 300 employees at the company's headquarters in Atlanta. Managed staff of four employees, whose activities included a monthly newsletter, a dynamic and interactive intranet site, weekly leadership briefings and numerous special projects. Counseled executive team and prepared daily briefings during the company's labor relations efforts in 2000. Highlights during tenure at Delta included: working with senior executive team to prepare materials for financial and industry analyst meeting;

launching the "Wired Workforce" initiative with PeoplePC to offer all employees a personal computer for home use; developing communications strategy for planned acquisition of rival airline; reinventing entire Customer Service division communications program to emphasize two-way and face-to-face communications, electronic vehicles and communications measurement systems.

AlliedSignal

Phoenix, AZ, United States

1995 - 1999

Public Affairs Manager

Managed Public Affairs department for Tempe site of Fortune 75 company. Responsible for development and implementation of a wide range of projects encompassing employee communications, media relations and community relations. Managed \$500K department budget. Acted as communications consultant to business leaders for all communications requirements including such challenging issues as human resources/benefits, mergers and acquisitions, organizational development, community news, corporate initiatives, supervisor/employee relations, plant closings and reductions in force. As a member of the site leadership team, developed and implemented communications plans for a variety of business-related issues. Planned and coordinated multi-site satellite town meetings. Produced and authored scripts for corporate videos. Represented AlliedSignal at community and government events. Accountable for tracking and reporting results of communications activities. Responsible for day-to-day supervision and career development of Public Affairs department staff. Served as managing editor of site-based employee news publication. Managed employee news site on company intranet, including online edition of newsletter. Served as content editor for internet site.

Promoted from Public Affairs Specialist. Responsible for internal and external communications planning, management and implementation for AlliedSignal's marketing, sales and service division. Developed and implemented communications plans for a variety of business-related issues. Planned and coordinated electronic town meetings, including the company's first global audio town meeting. Planned, wrote articles, edited and consulted on layout of award-winning internal newsletter.

Insight

Tempe, AZ, United States

1999 - 1999

Public Relations Manager

Managed Public Relations program for publicly-traded \$1 billion eCommerce and direct-sales company specializing in high technology products for small- and medium-sized businesses. Designed and executed internal and external communications programs for the company and its 2,000 employees worldwide. Led the corporation's media relations efforts, including proactive outreach to local and national media. Planned, wrote and distributed all company news releases. Acted as company spokesperson and coached senior leadership during all media interaction. Served as content editor and program manager for company's intranet site, its primary vehicle for internal communications.

Christensen & Associates

Scottsdale, AZ, United States

1994 - 1994

Manager, Corporate Communications

TRW

Sunnyvale, CA, United States

1989 - 1994

Communications Specialist

The Magazine of Sigma Chi

Evanston, IL, United States

1989 - 1989

Associate Editor

Education

Northern Arizona University

Flagstaff, AZ, United States

2006 - 2008

M.A., English

San Jose State University - Undergraduate

San Jose, CA, United States

1984 - 1988

B.A., Journalism

Certifications

ABC (International Association of Business Communicators)

Has no expiration

Achievements

- Member, International Association of Business Communicators (Board member positions include: President; Past President; Executive Vice President; Vice President, Professional Development)
 - Member, Public Relations Society of America
 - The Business Journal of Arizona "Forty Under 40" Award
 - Author, Giving Time: Making A Difference in Your Community (2003, Llumina Press)
 - American Lung Association: Volunteer, Advisory Committee Member, 2003 Volunteer Award
 - Valley Leadership, Class XXVII
 - Community Columnist, Arizona Republic
-

This next-generation resume was created using VisualCV

