

Contact

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(LinkedIn)

Top Skills

Strategic Communications
Crisis Communications
Media Relations

Vic Beck

Global Communications
Washington DC-Baltimore Area

Summary

From boardrooms to battlefields, I help global companies and government entities by developing and implementing strategic communication initiatives that yield measurable results. As a Navy Reserve Rear Admiral, I was recalled to active duty twice to lead global public affairs teams in Iraq and Afghanistan. My innovative, hands-on approach to effectively reach targeted audiences has been widely recognized with numerous civilian and military awards.

Specialties: Corporate Communications, Media Relations, Crisis Communications, Public Relations, Strategic Communications, Leading Large Complex Communication Teams, Public Affairs, Implementing Complex Communication Strategies, Message Development, Communication Strategy Creation, Writing, Marketing Communications

Experience

Northrop Grumman

6 years 7 months

Director, Media & Public Relations

March 2019 - Present (2 years 3 months)

Washington DC Metro Area

Director, Media Relations & Public Affairs, Aerospace Systems

January 2017 - March 2019 (2 years 3 months)

Washington D.C. Metro Area

Director, Communications, Military Aircraft Systems

November 2014 - December 2017 (3 years 2 months)

Melbourne, Florida, United States

Responsible for leading the development and execution of strategic, integrated communication strategies designed to help achieve company objectives.

U.S. Navy Public Affairs Association

President

2016 - 2018 (2 years)

The U.S. Navy Public Affairs Association is committed to support and promote the professional growth, education, and development of individuals engaged in all aspects of U.S. Navy public affairs while fostering a spirit of fellowship among members and others interested in an effective U.S. Navy public affairs program.

Burson-Marsteller

Managing Director

April 2012 - October 2014 (2 years 7 months)

Washington DC & Boston

I provided communication counsel to national and international companies, government entities and organizations to help them engage stakeholders, build reputations and influence audiences. Leading a team of public affairs practitioners, I collaborated with some of the world's best strategic communication thinkers and capitalized on the agency's global footprint to solve client challenges regardless of scope and complexity.

U.S. Navy

Vice Chief of Information

June 2011 - September 2013 (2 years 4 months)

Washington DC

Rear Admiral / Senior Naval Officer in charge of the U.S. Navy Reserve Public Affairs program comprising of more than 400 communication professionals who train and deploy globally. Served as the primary advisor and principal reserve liaison to the U.S. Navy Chief of Information, responsible for formulating and providing strategic communication counsel to Navy leadership and across the U.S. Department of Defense.

U.S. Navy Reserve

Rear Admiral

1985 - 2013 (28 years)

I served as a commissioned U.S. Naval Officer and began my career as a Surface Warfare Officer on the USS Enterprise (CVN 65) and the USS Richard E. Byrd (DDG 23) from 1985-1990. For the remainder of my Naval service, I was a Public Affairs Officer in the reserve and on active duty. Throughout my career I was actively involved in numerous leadership roles, supporting significant international, national and regional public affairs campaigns.

International Security Assistance Force (ISAF), Afghanistan
Director of Public Affairs
November 2010 - September 2011 (11 months)
Kabul, Afghanistan

The lead U.S. military public affairs officer with direct responsibility for the development, supervision and execution of public affairs and news activities for the NATO/ISAF mission in Afghanistan. Personally promulgated public affairs messaging guidance for all military personnel in Afghanistan. Responsible for synchronizing communication efforts with various international entities including senior NATO officials, senior U.S. military personnel, U.S. State Department colleagues and senior members of numerous foreign governments. Led news activities including arranging interviews, producing and disseminating news, and communicating with various audiences worldwide. A resource of information for the international media and a communication strategist who supported the most senior military leaders within the U.S. Department of Defense.

S4 Inc.
Vice President, Communication Planning and Strategy
September 2008 - September 2010 (2 years 1 month)
Washington DC

Developed, implemented and supervised strategic communication consulting projects for various government organizations and private entities.

Multi-National Force-Iraq
Chief, Media Operations
August 2007 - April 2008 (9 months)
Baghdad, Iraq

The lead U.S. military public affairs officer responsible for running 24/7/365 media operations in a combat environment. Trusted advisor to Generals/Admirals and a key resource for the international media. Supervisory responsibility for personnel and media relations, press desk operations, press conferences, public affairs, external communications and communications team leadership.

U.S. Central Command
Director, International Media Engagement Team
April 2007 - August 2007 (5 months)
Dubai, U.A.E.

U.S. military spokesman and international media engagement team lead.

Peter Arnold Associates

Vice President

April 2005 - April 2007 (2 years 1 month)

Wellesley, Massachusetts

Created, implemented and supervised the public relations and communications activities for clients. Oversaw all account teams and provide strategic counsel to clients.

Art Technology Group

Director, Corporate Communications

2003 - 2004 (1 year)

Cambridge, Massachusetts

Responsible for all external communications, focused primarily on media and industry analysts. Developed and executed an award-winning communication strategy in support of company market positioning.

ePresence (formerly Banyan Systems)

Director, Corporate Communications

2000 - 2003 (3 years)

Westboro, Massachusetts

Responsible for all internal and external communications, public relations, analyst relations, investor relations. Developed all corporate marketing content to include sales collateral and annual reports for a publicly traded technology company.

Banyan Systems (changed name to ePresence)

Director, Public Relations

1999 - 2000 (1 year)

Westboro, Massachusetts

Responsible for all internal and external communications, public relations, analyst relations, investor relations. Developed and implemented strategic communication plans for the acquisition of two companies and the IPO of CBS Switchboard.com (a Banyan company).

Text 100

Public Relations Senior Account Manager

1997 - 1999 (2 years)

Boston, Massachusetts

Member of a small team that established the Boston office for a global technology public relations agency. Pursued and won new business. Developed and implemented public relations plans for technology clients.

Oversaw account teams and provided strategic communication counsel to public and private corporations.

WTM (Weber Temple Magruder)
Public Relations Account Manager
1996 - 1997 (1 year)

South Natick, Massachusetts

Developed and executed public relations strategies and tactics designed to meet the business objectives of agency clients.

Mullen
Public Relations Account Executive
1995 - 1996 (1 year)

Wenham, Massachusetts

Developed and executed public relations strategies and tactics designed to meet the business objectives of agency clients.

Gray & Rice Public Relations
Public Relations Account Executive
1994 - 1995 (1 year)

Boston, Massachusetts

Developed and executed public relations strategies and tactics designed to meet the business objectives of agency clients.

Education

Department of Defense Information School (DINFOS)
Graduate, Public Affairs · (1990 - 1990)

SUNY Brockport
BS, Communications · (1980 - 1984)