

Profile

Christine G. Rodriguez is an accomplished corporate leader and communications professional with years of experience across multiple disciplines, including:

- Brand Strategy
- Marketing Communications
- Strategic Planning and Execution
- Media and Public Relations
- Community Relations
- Government Relations
- Executive and Employee Communications
- Strategic Philanthropy
- Fundraising
- Relationship Management
- Acquisition Integration
- Issues Management
- Speechwriting
- Video/Scriptwriting and Production
- Project Management
- Event Planning and Execution

Expertise

Christine G. Rodriguez is a strategic thinker and innovative entrepreneur with expertise in developing detailed business and strategic plans. At the same time, she is able to roll up her sleeves and join her team to get the work done. She provides corporate communications services and senior management expertise – in both defense and commercial markets – to help her clients *get to where they want to be – quickly and efficiently.*

Rodriguez has earned a solid reputation with captains of industry and her peers by setting measurable goals and delivering results. This is evident through her years of experience in executive management, public and media relations, advertising, brand strategy, executive and employee communications, community and government relations, strategic philanthropy, fundraising, and relationship management. Rodriguez is skilled at developing clear, concise messages, and effectively writes and delivers key messages for target audiences. In addition to being effective in her written communications, Rodriguez also is an accomplished motivational speaker.

Experience

Rodriguez is a leader in the truest sense of the word. Her team-building and results-oriented style of management draws talented people to her, creating a win-win environment. Recent accomplishments include: successfully enhancing the image of Rockwell as a good corporate citizen during its transformation period and move from Southern California to Milwaukee; raising upward of \$60 million and opening a new 120,000 square-foot science, technology and freshwater education center in Milwaukee; launching her consulting business; and publishing a book.

Rodriguez has worked with CEOs, CFOs, community and civic leaders, elected officials, academia, general and trade media, engineers, and employees at all levels of for-profit and nonprofit organizations. Manufacturing, factory automation, technology, defense industry, and the education and nonprofit sectors are among those in which she has in-depth knowledge and experience. A polished writer and presenter, Rodriguez has numerous speeches, presentations, published articles and awards to her credit.

As a strong supporter of community involvement, Rodriguez co-chaired a major fundraising event, raising nearly \$10 million for the United Performing Arts Fund in Milwaukee. She is a founding board member of the Hispanic Professionals of Greater Milwaukee; has provided leadership as a board member of numerous nonprofit boards; and currently serves on the Executive Consumer Advisory Council for Emerging Markets, sponsored by the U.S. Postal Service.

“The art of communication is the language of leadership.”

– James Humes, Presidential Speechwriter

“Christine Rodriguez speaks about a \$59 million project that requires raising \$20 million more as if she were talking about organizing a simple school banquet – without arrogance, but with the confidence of an executive who knows what she’s doing.”

– iAqui! Milwaukee Magazine

“Rodriguez is a petite figure, but behind the diminutive appearance is a powerhouse that gets things done. In one year, she has helped get Discovery World at Pier Wisconsin off the ground.”

– Today’s Wisconsin Woman of Milwaukee Magazine

“I have greatly enjoyed getting to know you and working with you on community projects. I am especially grateful for the terrific job you’ve done at Discovery World. Milwaukee is very fortunate to benefit from your expertise.”

– Edward J. Zore, President and CEO, Northwestern Mutual, Milwaukee

“As Mayor and on behalf of the City of Chicago, I thank you for helping to make Tall Ships Chicago 2006 an enjoyable and memorable event. Through your participation, an estimated 1.75 million people were able to view and board these maritime treasures and learn about their historical significance.”

– Mayor Richard M. Daley, Chicago

“It would be hard to think of superlatives adequate to express my admiration for the way Christine and her team orchestrated the Bob Ballard visit. The event came off without a hitch, and I am very conscious of how much hard work went into all of the preparation.” – Michael J. Cudahy, Chairman of the Board, Discovery World at Pier Wisconsin, Milwaukee

“A friend, a mentor, a queen Confidante, and leader so keen She reigns with zest

And gave us her best

We salute you, Christine!

– Harry Franke, Cook & Franke S.C., Attorneys at Law, Milwaukee Poet Laureate