

# Sean Ananou

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## Summary

Decisive and action-oriented communications executive known for the creation of tailored media strategies, successful strategic marketing initiatives, effective thought leadership, and tactical issues management. Trusted resource to business executives and partners; alleviator of ambiguity; skilled navigator of complex and evolving situations; aligner of objectives and audiences to achieve measurable outcomes.

## Experience

### EVP, OPERATIONS & ACCOUNTS

Piranha | 2019 - Present  
Full service creative agency collaborating with clients such as Macy's, Viacom, YSL, St. Giles Hotels, AECOM, and Vornado.

### VP, MARKETING & COMMUNICATIONS

AECOM | 2016 - 2019  
Oversaw strategic marketing and communications for \$8 billion construction business.

- Produced comprehensive content strategy around innovation story
- Increased readership of internal channels by fifty percent
- Collaborated with global team to launch company's thought leadership platform
- Created messaging architectures for investor and financial communications
- Managed unpredictable and sensitive issues both internally and externally
- Reduced function overhead while increasing quality and quantity of output

### PARTNER & SENIOR DIRECTOR OF COMMUNICATIONS

OTG | 2011 - 2016  
Built the Communications function and helped advance the business for this high-growth company transforming the airport experience for millions of travelers every year.

- Crafted company's first communications plan and defined its brand positioning
- Generated over 1 billion media impressions in top-tier outlets, including CNBC, Wall Street Journal, New York Times, Fast Company, and Bloomberg
- Part of growth team that achieved 90% win rate and 70% market growth in a 36 month period

## Education

### M.A. International Studies

Georgetown University  
2007 - 2009

### B.S. Marketing Communications

Fashion Institute of Technology  
2001 - 2005

## Skills

### PROFESSIONAL

Media Relations  
Strategic Marketing  
Change Management  
Crisis Communications  
Brand Strategy  
Content Creation  
Business Development  
Building Consensus  
Team Development

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## Experience Continued

### CONSULTANT

RVPR | 2009 - 2010

Managed client accounts including American Media, Arnell Group, and Gabrielle's Angel Foundation for this private media practice that served clients in the entertainment, philanthropic and publishing worlds.

### COMMUNICATIONS SPECIALIST

The Boeing Company | 2007 - 2009

Directed internal employee communications for three functional Vice Presidents to ensure timely and accurate messaging to more than 170,000 employees in 70 countries.

The Boeing Company | 2005 - 2007

Supported daily operations of a 150-person team representing a \$30 billion global defense and space company through strategic planning, budgeting and execution of the organizational communication plan.

## Skills

### TECHNICAL

Microsoft Word

Microsoft Excel

Microsoft PowerPoint

Keynote

Pages

Adobe Photoshop

## References

### ANITA WOOLLEY NELSON

Chief Strategy Officer, Skanska

E: anita.woolley@aecom.com

### WALT RICE

Director, Communications, Boeing

E: walt.rice@mac.com

### ROB SABATINI

Founder, Piranha

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### JOHN GALLAGHER

Partner, Mercury Public Affairs

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