



Mayor of Providence

Angel Taveras

HAND-DELIVERED

January 6, 2011

Honorable Members
Providence City Council
City Hall

Dear Honorable Members:

Pursuant to Sections 302(b) and 415 of the Providence Home Rule Charter of 1980, as amended and Public Law, Chapter 45-50, Sections 1 through 31 passed in 1987, I am this day appointing Andrew S. Cutler, of 9 Hollywood Road, Providence, RI, 02909, as a member of the Salary Review Commission to fill the vacancy created by the term expiration of Morris Weintraub and respectfully submit the same for approval.

Sincerely,

A handwritten signature in cursive script that reads "Angel Taveras".

Angel Taveras
Mayor

AT/gc

IN CITY COUNCIL
FEB - 3 2011

READ
WHEREUPON IT IS ORDERED THAT
THE SAME BE RECEIVED AND APPROVED

A handwritten signature in cursive script, likely of the City Clerk, over a line.

Andrew S. Cutler

9 Hollywood Road ♦ Providence, RI 02909 ♦ Cell: (401) 743-7842 ♦
andy@cutlerandcompany.com

Qualifications Summary

- 20+ years of strategic communications and institutional storytelling experience
- Developed effective design processes for integrating networks
- Recognized nationally for marketing and public relations programs
- Proven track record in the areas of media relations, employee communications, community outreach, image enhancement, student and civic engagement

Experience

Partner
Cutler & Company, LLC

2003-present
Providence, RI

Cutler & Company is a strategic communications design firm specializing in communicating science, technology, innovation and design to targeted constituencies. Serve as communication council to leaders within higher education, life sciences, government, non-profit, social enterprise, and entrepreneurial communities. Develop image enhancement programming that supports and nurtures innovative relationships and collaborative partnerships. Plan and execute media outreach activities with government, academic and corporate partners including, message development, writing and editing press releases, opinion editorials, bylined articles, talking points, speeches and web content, media training, coordinating press conferences. Successfully secured positive media coverage in such outlets as ABC-CBS-NBC-Fox affiliates, Architectural Record, Art New England, Associated Press (AP), BioCentury, BioWorld, Boston Globe, Business Facilities, Design New England, Fast Company, Genetic Engineering News, Health Imaging, Mass High Tech News, National Public Radio (NPR), Providence Journal, Providence Business News, Providence Phoenix, Reuters, Start-Up, Textile World, Treehugger.com, and USA Today.

Clients have included, A Better World by Design, Advanced Image Enhancement (AIE), Afferent Corporation, Andera, BioProcess Technologies, Business Innovation Factory, City of Providence, Concordia Fibers, EpiVAX, Global Alliance to Immunize against AIDS (GAIA), NABsys, Providence After School Alliance (PASA), Providence Children's Film Festival, Rhode Island Economic Development Corporation (RIEDC), Rhode Island School of Design (RISD), Social Enterprise RI (SERI) Summit, Social Venture Partners-RI (SVPRI), Slater Technology Fund, Solaris Nanosciences, and Tizra.

Vice President
Edelman

2002-2003
New York, NY

Strategic communications counsel within the Emerging Health division.
Senior communications counsel to such companies as Astra Zeneca, Aspect Medical Systems, DynaVox Systems, Pharmacia/Pfizer, Millennium Pharmaceuticals, and St. Jude Medical, advising senior management on corporate/brand image public relations campaigns, media relations training and outreach and overall strategic communications planning pertaining to corporate image, products and the release of scientific data. Develop and implement new business strategy for Edelman's Life Sciences division. Manage annual client billings in excess of \$2 million dollars.

Supervise four full-time staff.

Vice President 2000-2001
Feinstein Kean Healthcare Cambridge, MA
(A division of Ogilvy PR Worldwide)

Lead communications counsel to leading biotechnology and pharmaceutical companies. Developed and managed projects and programs, including strategies, implementation plans, evaluation mechanisms, staffing plans, timelines and budgets. Managed key account activities valued at over \$750,000 in annual revenues including, Novartis AG, Wyeth-Ayerst, Biostream, Hyseq, Intracel, Activ Biotics (formerly Merlin Technologies), and Repair, Inc.

Oversaw projects involving celebrity talent, academic and third-party relationships for clients. Managed approximately six professional staff. Member of the company's Leadership Team, which oversaw the firm's internal management, employee relations and business development issues. Created and taught the firm's Introduction to Media Relations course for entry-level staff and new clients.

Director, Marketing & Public Affairs 1996-2000
Faulkner Hospital (Brigham & Women's/ Boston, MA
Faulkner Hospitals)

Responsible for the management of all corporate communication functions including the development of annual strategic marketing plans and media relations activities. Established and oversaw annual budgets in excess of \$1.5 million. Implemented direct mail campaigns accounting for 1 million marketing collateral pieces mailed within the Greater Boston Area.

Wrote, edited and produced all hospital marketing materials (e.g., annual report, community newsletters, and programmatic brochures).
Managed and directed three professional staff employees and contract vendors.

Acted as corporate spokesperson for all media relations' activities.
Negotiated all purchasing agreements for printing, graphic design, photography, promotional items, and paid advertising placements. Result: \$100,000 in cost savings.
Directed all media relations' activities including press releases and press conferences.
Developed content for institutional web site.

Member of the Brigham and Women's/Faulkner Hospital's Operations Steering Committee, Partners HealthCare System's Communications Council and several quality improvement teams based at Faulkner Hospital, including the Patient Education, Employee Education, Patient Confidentiality, Patient Access, and Emergency Preparedness Committees.

Supervisor, Community/Gov't Relations 1993-1996
Harvard Pilgrim Health Care Brookline/Dedham, MA

Directed marketing and community relations programming for the corporate offices as well as over 20 health care delivery sites (e.g., community health centers and independent physician practices).

Created organization's initial Community Relations Annual Report.
Generated over \$150,000 of free broadcast and print media placements through community relations projects.

Managed and directed community and government relations assistant.
Negotiated corporate sponsorship contracts valued at approximately \$250,000.
Developed and implemented process to assess and analyze over 600 corporate sponsorship requests annually.

Directed employee government relations programs, including the development of an institutional communications plan for government relations programming.

Assistant Vice President 1991-1993
United Way of the Bay Area San Francisco, CA

Responsible for charitable campaign development activities within 250 corporate accounts, including Shell Oil, Contra Costa County, Tosco Refining Company.

Created and implemented innovative public relations techniques, which resulted in increased corporate funding of Contra Costa County health and human service agencies.

Portfolio of accounts increased 30% in both corporate and employee contributions.
Managed and directed ten professional staff employees.

Campaign Account Executive 1989-1991
United Way of Forsyth County Winston-Salem, NC

Supervised fundraising and community relations activities for over 200 corporate accounts, including Wachovia National Bank, RJ Reynolds and North Carolina Baptist Hospital.

Managed and directed departmental administrative assistant. Portfolio of accounts increased 22% in both corporate and employee contributions.

Education

George Washington University, B.A., Major: Sociology/Criminal Justice (Sociology Department), Minor: Psychology, May 1988

Community Service

- Current board/advisory board appointments include: Providence Career & Technical Academy (PCTA), Rhode Island Center for Innovation & Entrepreneurship (RICIE), Social Venture Partners-RI (SVPRI)
- Previously served on the boards of: Capital Good Fund (Founding Board Member), Communications Leadership Council, Industrial Designers Society of America (IDSA)-Rhode Island Chapter (Founding Board Member), Providence Preservation Society, Volunteers in Providence Schools, and Young Voices

Honors/Awards/Recognition

- New Urban Arts' Sandra Olson Award (Business Category), 2010
- Selected by Providence Monthly as "Ten People to Watch in 2010", 2010
- *Forty Under 40* Award, Providence Business News, 2005
- Editor's Choice Award, International Library of Poetry, 2002 and 2006
- 16th Annual Healthcare Advertising Awards, Silver Award (Web Site), Bronze Award (Total Public Relations Program), Merit Award (Physician Referral Program), and Merit Award (Newspaper Advertising Series), 1999
- Health Information Awards, Gold Award, 1998 (Total Special Health Event Program), Bronze Award (Marketing Collateral) and Merit Award (Web Site)
- Recognition Award, Entrepreneurial Management Institute, Boston University School of Management, 1998