

GARY MASON

Canton, MI • gmasonPR@gmail.com • www.gmasonPR.com
PUBLIC RELATIONS • CORPORATE COMMUNICATIONS

Strategic communications leader with a proven track record of driving reputation management and internal engagement for global, matrixed organizations. Expert in leading cross-functional teams and guiding executive communications strategies that align with business goals and protect brand integrity. Deep experience managing crisis communications and media relations in high-stakes situations. Strong relationships with top-tier media outlets.

AREAS OF EXPERTISE

Communication Strategy • Media Relations • Crisis Communications • Content Development • Internal Communications • Media Training • Community Relations • Team Leadership • Social Media • Event Planning • Executive Communications

PROFESSIONAL EXPERIENCE

VALEO, Troy, MI • 2024-present

Communications Manager, North America (contract)

- Managed internal and external communications strategy, content development and media relations.
- Supported executive leadership, HR and sales by creating impactful and engaging content for Valeo throughout North America.
- Conducted media training for company executives and spokespersons, planned media events.
- Managed Valeo's internal CMS, published articles, **increased media and employee engagement by 25%**

CITIZEN RELATIONS, Irvine, CA / Detroit, MI • 2022-2023

Director, Public Relations

- Directed media relations initiatives and programs on behalf of **\$2 million+** clients, including VinFast, Huffy and Buzz e-bikes.
- Led the planning and execution of a new event attended by major North American automotive and Tier-1 mainstream news outlets (Automotive News, Car & Driver, USA Today, Forbes, etc.) which resulted in **more than 6 billion total media and social impressions**
- Managed national events (LA Auto Show & CES), executive interviews, speaking opportunities, and media relations with major news outlets across North America

ANTENNA GROUP, New York, NY / Detroit, MI • 2021-2022

Senior Director, Mobility Communications

- Led the development and execution of communication strategies for numerous clients in mobility and clean tech industries
- Onboarded new clients, managed budgets, developed junior team members
- Placed numerous stories, interviews, speaking opportunities for several clients; earned media coverage for EV Safe Charge valued at **more than \$16 million in advertising equivalent**

FREELANCE PR & COMMUNICATIONS CONSULTANT / JOURNALIST • 2020-2024

Client: Airfoil Group PR & Marketing, Royal Oak, MI

- Served as media relations representative for several Airfoil clients, including Bosch, Transient Plasma Systems and Consumers Energy; onboarded new clients
- Developed strategic media relations plans, served as communications counsel to client leadership
- Wrote talking points, press releases, contributed articles

Client: FUTURRIDE.com, Pittsburgh, PA

- Published articles covering the latest news and innovations in sustainable mobility

- continued -

AMERICAN IRON AND STEEL INSTITUTE, Washington, DC / Southfield, MI • 2018-2019
Manager, Automotive Communications

- Directed all media relations, internal and member communications for AISI's automotive program
- Increased blog and social media channel traffic by **10%**, earned media placements by **25%**
- Managed a **\$2 million** communications, marketing and event budget; led a team of three communicators and several external agencies / vendors
- Led planning, rebranding and execution of *Great Designs in Steel*, a renowned industry conference; increased attendance levels, event social media and app engagement by **35%** over previous years

ZF NORTH AMERICA, INC., Northville, MI • 2017-2018
Communications Lead

- Served as the department's interim director during a change in management., guiding the efforts of a ten-member communications department; Managed **\$3 million budget**, PR agencies and external vendors
- Created and executed strategic communications plans to support product launches, events, community relations initiatives; **placed extensive earned media coverage globally**, conducted executive media training; managed product demonstrations and media ride-and-drive events
- Developed content for a new employee intranet system; managed internal communications; increased employee engagement by **10%**

HONDA R&D AMERICAS, INC., Raymond, OH • 2017
Sr. Communications Strategist (temporary position)

- Managed Honda's technology promotion program; facilitated the company's academic / industry speaker and publication program
- Created strategic communications plans and content to support new global product launches, including **Acura RDX**

FEDERAL-MOGUL, Southfield, MI • 2015-2016
Public Relations Manager

- Served as media relations lead and spokesperson for a **\$4 billion** division of Federal-Mogul
- Led integration of corporate communications organization with various other teams throughout the company
- Provided communications counsel and support to senior management team, including executive communications, speech writing, external and internal announcements

MTU AMERICA, INC. / ROLLS-ROYCE POWER SYSTEMS, Novi, MI • 2012-2015
Senior Public Relations Manager

- Directed all external and internal communications for North, Central and South American region of Rolls-Royce Power Systems, a **\$2.5 billion** Rolls-Royce company
- Increased NA social media engagement by **33%**
- Managed PR agencies and vendors; Placed numerous stories in high-level national / international news outlets; increased NA earned media placements by **50%**

EDUCATION

Graduate Studies, Technical Communication / Public Relations -- Colorado State University
B.A., Social Sciences, Minor in Political Science -- Colorado State University

AFFILIATIONS: Member, Automotive Press Association, Midwest Automotive Media Association, Motor Press Guild