



# David J. O'Brien, Partner, Ernst & Young LLP (EY)

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Chief of Staff to CEO/Chairman • Chief Marketing Officer • Chief Communications Officer

For more than a decade, served on EY's Americas Executive Leadership team as the Chief of Staff/CCO/CMO with direct reporting to Steve Howe, US Chairman and Americas Managing Partner. Positioned the "voice of the Chairman" across all internal, external media and social media channels. Led a team of 400 communications, marketing and brand professionals, re-energizing and building the EY brand in the Americas to number one status. Deep experience in identifying client needs, strategy development, business development, forming alliances, regulatory issues, sponsorship, crisis management, brand building and communication. Nationally recognized leader in diversity and inclusion. Best-in-class in people engagement.

## OUTSIDE BOARDS & HONORS

### CURRENT

Liberty Science Center/SciTech Scity  
*Board of Trustees*

China Institute  
*Board of Trustees, Executive Committee*

Children of China Pediatric Foundation  
*Board Member, Executive Committee*

Peter Westbrook Foundation  
*Board of Trustees*

National Organization on Disabilities  
*Advisory Board*

### PAST

National Ability Center  
*Board Member, two terms*

### HONORS

EY, Inclusive Leadership Award

Wendy Hilliard Foundation  
Corporate, Man of the Year

Children of China Pediatric Foundation  
Man of the Year

DiversityInc.  
Top Chief Communications Officer

## EDUCATION & CERTIFICATION

The University of Pennsylvania,  
Wharton School of Business, MBA

Wheeling Jesuit University, BS in Accounting –  
Alpha Sigma Nu (highest honors for leadership)

Certified Public Accountant (NY and Texas)

## PERSONAL

Married to Noreen, 24 years. Four adopted  
special needs children from China.  
Enjoys family time and giving back  
to the community.

## LEADERSHIP AND VALUE CREATION

### Designed and executed the communications framework that drove achievement of EY's Americas strategy

\$17 billion organization, operating in 30 countries, across five principal languages.

**Leaders in growth** Achieved highest six-year CAGR in the profession (double-digit growth, 2012-2018) underscored by strong, consistent execution across all major business lines.

**Employer of Choice** Connected EY's market leading culture among 72,000 Americas employees, +15,000 recruits and +300,000 Americas Alumni, resulting in EY being named to Fortune's Great Places to Work list (20 consecutive years); DiversityInc #1 Company (2017); Working Mother Top 10 (10 consecutive years); Universum's Best Place to Start Your Career (10 years); Equality Index, 100% Rank. EY's exceptional culture drove heavy attraction of top talent.

**Best Brand** Elevated EY's brand to #1 in the Americas. Named Brand Finance Fastest Growing Brand (2018). Modernized and digitized EY's brand and marketing efforts. Launched multiple campaigns: Building a Better Working World (strategy and purpose), Consultants for the Transformative Age (consulting brand), and service line/regional/specific topic campaigns.

**Market leading media visibility** Gave voice to multiple leaders through over 1,000 annual media placements and +100 million impressions across top media/social media outlets on topics including talent, inclusion, women's leadership/economic participation, entrepreneurship, millennials, boardroom topics, disruption/innovation, sector and service line insights.

**Growth Markets** Developing China Overseas Investment Network, cross-border trade practice. Designed and spearheaded EY's strategy on the Rio 2016 Olympics that achieved LATAM practice leadership goals (4th to 1st) growing the Consulting offering, expanding client base, positioning the brand to advocate for societal imperatives of women's leadership, inclusion and entrepreneurship. EY awarded the gold medal and international recognition for its corporate platform.

**Convening Leaders** Sponsored EY's Strategic Growth Forum/EOY the pre-eminent gathering of entrepreneurs, Entrepreneurial Winning Women, International Women's Day, CNBC CFO Council, Board and Governance Committee, Global Trade Networks, multiple targeted C-suite programs and affinity networks. Re-focused EY's Alumni program (over 300K Americas and 1M globally). Drove greater connection with key stakeholders in diversity and inclusion.

**Crisis Management** Led efforts to protect EY's reputation domestically and internationally. Promoted transparency on matters regulatory, policy, professional service issues, enforcement, talent and client issues.

## PARTNER/CAREER HIGHLIGHTS

**Latin America Chief of Staff (present)** Integrating Latin America South Region (Brazil, Argentina, Chile, Paraguay, Uruguay), posting strongest growth in Americas and Globally.

**Brand, Marketing and Communications transformation (2005–2018)** Developed "best-in-class" team supporting EY Strategic Leaders. Reduced costs by 50%, realized highest quality. Achieved highest Engagement Scores in EY. Mentored and promoted over 40 Directors, more than 90% women.

**Tech Practice turnaround (2002–2005)** Designed the market strategy and helped lead the turnaround of the Pacific Northwest Practice, going from negative to +30% growth in 2.5 years.

**EY Global Pursuits (2000–2002)** Partner in Charge of Global Pursuits leading hundreds of deals and helping EY to take the F1000 audit market leadership share. Personal win rate in excess of 90%.

**32+ years with EY** Six years Audit; four years Tax; four years Global Pursuits; two and half years Pacific Northwest Markets leader, thirteen years Americas CCO/CMO/Chief of Staff, 2 years Latin Americas.

**NJ Governor Thomas Kean Administration (1983–1987).**