

Emily Oehler (“A-ler”)

Strategist, communicator, and coach who helps leaders move ideas and organizations forward.

CONTACT

- Emily@EmilyOehler.com
- Cell phone 703-801-7790
- Web www.EmilyOehler.com
- LinkedIn [emily-oehler-strategy](#)
- Twitter [@EmilyOehler](#)

EDUCATION

Mary Baldwin University; Bachelor of Arts, Sum Laude with distinction

CERTIFICATIONS

- Master Executive Coach, 2021
- Executive Coach, 2020
- Prosci® Change Management, 2019
- Innovation and Design Thinking Specialization, 2019
- Scrum Product Owner, 2017
- LaMarsh Managed Change Agent, 2016
- Association Executive, 2007

PUBLICATIONS

Public Relations Strategies & Tactics – [Risk-Ready Company Culture](#), 2020

Federal Times – [“Using the Right Tools](#) (plan in complex, uncertain times), 2019

Public Relations Strategies & Tactics – [Empowering People](#) (customer-centered brand strategies), 2019

Public Relations Strategies & Tactics – [Communications Audit](#) (leadership communications), 2017

LinkedIn articles include:

- [Three Tips to Make Goals That Move You... and in Turn, Those Around You](#)
- [Grilled Cheese and a Side of Data](#)
- [Your Virtual Brand](#)
- [What's Old is Essential Again](#)
- [Yes, and...](#)
- [Financial Transparency on COVID-19 Grants](#)
- [Surprise! Change Changed](#)
- [Four Ways to Improve Communications](#)
- [Five Truths Validated](#)
- [Communicate Better in Interviews](#)

RESULTS DRIVEN EXPERTISE

Emily is an award-winning communicator, executive coach, and published author. Her specialty is people-centered solutions: planning, change, and communications. Her strategy work supported technology transformations, re-branding, enterprise risk management, customer-centered shared services implementation, and patient advocacy. Key outcomes of her strategy work include:

- **Increased rural Veterans’ access to care by 240% and program budget by \$50 million through the design and implementation of a five-year strategic planning process** through facilitated strategy sessions with C-suite federal leaders. Designed and operationalized award-winning communication division to support new brand and business model.
- **Clarified path to digital modernization** (e.g., goals, objectives, strategies, and outcomes) for \$4.5 billion federal IT agency through three strategy multi-day sessions with 50 C-suite federal executives, which resulted in a two-year strategic plan. Designed change communications approach to rollout 40+ people, process, and technology IT initiatives to 56 regional offices; plus wrote Under Secretary speeches and change messages.
- **Designed new health care Chief Strategy Office** with its vision, mission, functions, desired outcomes, and concept of operations through a series of in-person and online executive-level strategy sessions.
- **Increased combat wounded soldiers’ knowledge of program’s services by 35.1% in one year** with a new communication strategy and award-winning “For as Long as It Takes” brand visual identity (e.g., logo, tagline, graphics, website, publications). Increased media coverage by 60%, which was 100% positive and reached more than 50 million Americans.
- **Facilitated the employment of 60,000 military spouse hires – meeting the White House goal two years ahead of schedule** through new engagement approach, interactive account team training program, and award-winning outreach materials. Grew public/private partnership by 26% in one year with 200+ corporate partner and 300+ military installation employee readiness staff.
- **Changed perception of wounded combat Veterans with award-winning, adaptive sports public service announcement that reached 14.3 million television viewers, beating the industry average by 400%.** Created “Hire a Veteran” video campaign seen by 74+ million people, distributed by the U.S. Chamber of Commerce to 500,000+ small businesses—plus the entire video viewed 80% of the time on YouTube, incorporated into USAA’s managers’ training program, and generated a 600% increase in views to the Army’s employment resource webpage.
- **Expanded brand awareness of a medical specialty through annual scientific meeting media coverage that reached 100 million people**, plus created a 170-page media sourcebook, a seven-part national ad campaign, and website optimization that increased monthly hits by 2,000%. Trained media spokespeople for stories on *NBC Nightly News*, *Today Show*, *20/20*, *Wall Street Journal*, *The Washington Post*, *Newsweek*, and local TV stations nationwide.

Emily Oehler (“A-ler”)

Strategist, communicator, and coach who helps leaders move ideas and organizations forward.

AWARDS

10+ “Go Greater” peer impact awards, Grant Thornton; 2019-2021

“Employer Support of the Guard and Reserve,” Office of the Secretary of Defense; 2019

“Emily Wirshing Kelly Leadership Award,” Mary Baldwin University in recognition outstanding service and excellence in leadership, 2013

“Involvement and Impact Award” in recognition of excellence in community service; Booz Allen Hamilton; 2008

7 “Team Appreciation” awards; Booz Allen Hamilton; 2007-2013

Numerous industry awards to include:

- AVA Gold Award for government video production; 2016
- ITVA Peer Bronze Award for program/series promo (under \$10K); 2014
- AVA Digital Gold Award for government long video production; 2013
- Astrid Award Grand Winner, Best of Campaign; 2009
- Aegis Video and Film Production Award; 2009

VOLUNTEER

Mid-Atlantic Facilitators Network, *Member* (2020-Present)

Public Relations Society of America, *Mentor Committee* (2016-Present)

Mary Baldwin University, *Alumni Association Board of Directors* (2017-2020); *Community Advisory Board, Executive Committee* (2001-2007)

National Association of State Directors of Veterans Affairs, *Strategic Planner Volunteer* (2019)

American Corporate Partners, *Active Duty Mentor* (2019-2020)

Hiring Our Heroes, *Corporate Fellow Mentor* (2018)

Junior League of Northern Virginia, *Past President* (1994-Present)

Silent Siren, *Board Member* (2012-2015)

Child and Family Network Centers, *Board Member* (2012-2015)

WORK EXPERIENCE

Grant Thornton

Strategy Director (2018-Present); Strategy Manager (2014-Current)

Led 80-person, award-winning strategy-team focused on communications, change management, training, and culture for government clients. Career coach for 30+ employees. Master facilitator across multiple federal agencies. Contributed to \$30+ million in sales. Clients included Centers for Disease Control and Prevention; Department of the Army, Customs and Border Protection, Department of Agriculture; Department of Homeland Security; Department of Transportation; General Services Administration Treasury; Veterans Affairs (Office of Information and Technology, Chief Strategy Office – Health, Office of Rural Health, Under Secretary of Benefits), Indian Health Service; and National Institutes of Health.

Zeiders Enterprises

Manager (2013-2014)

Led national account team that cultivated national Military Spouse Employment Partnership to increase the employment and retention of military spouses with corporate partners. Supervised 15-person remote call center, led award-winning program communications team, designed and co-led internal staff training, and planned annual corporate member recognition ceremony.

Booz Allen Hamilton

Lead Associate (2010-2013); Associate (2008-2010); Senior Associate (2007-2008)

Managed 25-person communications and change management practitioners to support federal clients, plus helped generate \$18 million in sales. Provided direct client support to Departments of Army and Veterans Affairs. Clients included Army Warrior Transition Command, Army Wounded Warrior Program, Army Chaplain Corps, Army Casualty and Mortuary Affairs, and Veterans Affairs’ Veterans Benefits Administration’s Office of Planning.

Society of Interventional Radiology

Communications Manager (2002-2007)

Ran daily operations for bi-monthly newsletter, association website, and patient-education video series, as well as managed media relations support at 25,000-person annual scientific meeting.

Washington Independent Productions

News Producer (1994-2002)

Created people-centered TV news segments, radio clips, and long-format videos on consumer advocacy and safety initiatives. Interviewed national spokespeople, conducted national media pitch calls, oversaw video production, and distributed and tracked coverage. Clients included American Bankers Association, American Psychological Association, Insurance Information Institute, Mothers Against Drunk Driving, and Powell Tate.

Hampton Stationery & Office Supplies

Marketing Specialist (1993-1994)

Designed and implemented marketing and advertising campaigns for locally owned company, as well as provided corporate sales support.