

Renee C. Mathewson

Metro-Atlanta | mathewsonrenee@gmail.com | +1 678-920-2009 |

<https://www.linkedin.com/in/reneemathewson>

Professional Summary

Award-winning Marketing, Communications and Corporate Affairs executive with more than 20 years of success shaping global brand reputation through strategic market campaigns, driving employee engagement, leading Corporate Responsibility and Equity initiatives, and advising C-Suite and Board leaders. Expert in corporate affairs strategy, crisis communications, executive communications, media relations, sustainability storytelling, government relations, and digital engagement.

Experience

Vice President, Brand & Corporate Affairs, Sage North America – Atlanta, GA 2022 - Present

- Report directly to the Global Chief Corporate Affairs Officer, serving as her North America delegate and principal advisor on reputation, engagement, and corporate communications.
- Architect and deliver strategic verticalized campaigns that support commercial growth across the U.S. and Canada, contributing to double-digit year-over-year revenue increases.
- Spearhead all North America media and external communications efforts, driving a 20% year-over-year increase in tier-1 media coverage and expanding Sage's competitive positioning.
- Adapt and amplify global communications initiatives for North American audiences, ensuring regional relevance while strengthening Sage's share of voice in often volatile and ever-changing tech landscape.
- Develop and manage critical external partnerships, including the groundbreaking technology partnership with Morehouse College, PR launch for MLB sponsorship and NFP community-centered initiatives.
- Manage government relations in collaboration with communications efforts, advocating Sage's positions at city, state, and national levels to advance legislation favorable to small and medium business to promote Sage's economic impact and community leadership.
- Infuse insight-driven strategies leveraging RepTrak data, macroeconomic trends, and competitive intelligence to shape narrative, mitigate reputational risks, and position Sage as a technology and innovation leader across North America.
- Serve as executive spokesperson and strategic communications lead for CEO and North America President engagements as needed.
- Lead a team of seasoned corporate affairs professionals, managing an operating 2024 budget of \$200K–\$500K and oversight of million-dollar programs.

Agentic AI and Channel Integration Strategy

- Lead the Agentic AI positioning and enterprise narrative for North America, shaping how AI enhances Sage's brand, reputation, customer experience, and commercial strategy.
- Develop and communicate a clear, trusted, and responsible AI story to internal and external stakeholders across the region.
- Partner with global teams to align North America's AI communications with enterprise-wide frameworks and market priorities.

Provide oversight for the thoughtful and ethical integration of AI across the Corporate Affairs function, including communications, brand, media relations, social, community programs, and executive visibility.

- Identify high-value use cases that streamline workflows, enhance precision, and elevate the overall effectiveness of the communications and brand organization.
- Lead AI-driven transformation programs that modernize Corporate Affairs operating models, tools, and content systems.
- Actively experimenting with AI as an emerging communication channel and reputation lever, including the strategic use of large language models to enhance storytelling, brand trust, and stakeholder engagement.

Head of Internal, Corp., CR Communications, Meetings & Events IHG – Atlanta, GA 2019 - 2022

- Executive Communications: Responsible for leading high-level, strategic executive communications support to C-suite leaders across the Americas region (US, MLAC, Canada). Develop organizational communication strategies and implement processes, activities, and programs that result in consistent messages and timely dissemination of information, to increase awareness of the organization's activities and enhance organizational understanding. Lead communications team in the execution of town halls, script development, talking points, video production, strategic communication plans and briefing documents.
- Corporate Programs: Led Americas Colleague Engagement and Corporate programs efforts designed to evolve IHG's culture and foster an environment of collaboration, and energy around IHG's strategic priorities in support of campaigns that drive revenue and elevate the customer experience. Served as an active member of the Return to Office task force, partnering with all lines of business to drive awareness of Covid-19 and successfully bring Americas colleagues back to the office.
- In partnership with HR and AMER ERGs, led the strategic communications efforts and continued support of the rollout of Conscious Inclusion Training, launch of external DE&I Commitments and the annual DE&I Progress Update, IHG's new paid parental leave, LGBTQ+ Pride Activation, Inclusion Week, Hispanic Heritage Month, and Colleague Engagement surveys.
- Corporate Responsibility: Responsible for developing an integrated communications strategy that supports IHG's ongoing Sustainability, Renewable Energy, Decarbonization, and Community Impact initiatives. Develop CR content such as talking points, speechwriting, and support a variety of internal and external communications campaigns and projects to increase awareness of IHG's contributions to our planet, people and communities.
- Meetings & Events: Led the design, and delivery of all Americas corporate events including agenda development, message continuity, logistics and suppliers to successfully produce events for external and internal audiences. Accountable for all services for events, including venue, design, registration, facilities, catering, contract negotiations with all event suppliers, including internal teams such as IHG hotels and IHG technology teams.

Head of Internal and Operational Communications, IHG – Atlanta, GA 2019 - 2021

- Directed and led the Company's internal and Operations communications strategies in the Americas region (US, MLAC and Canada), including integrated executive, employee, operations, franchisee, owner and hotel operators. Responsible for partnering key areas of business functions (HR, Operations, Field, IR, Finance, brands, etc.) and C-Suite team members. Ownership of translating regional Corporate and Operations business objectives into effective internal and operational communications and engagement strategies.

Responsible for managing internal and operation channels and continuously improving the effectiveness using measurement and insight. Responsible for driving high-impact internal and Operations communications messages and campaigns that drive action and engagement. Deliver the necessary leadership engagement activities to inform and equip managers to communicate with their teams.

Corporate Communications Lead – Delta Vacations – Atlanta, GA 2015 - 2019

Senior level responsibility for the development, management, and execution of Delta Vacations Corporate Communications efforts to include external communications, media relations, social media, sponsorships, CSR, and community affairs:

- *Internal / Executive Communications:* Provided C-suite strategic communications support. Develop and distribute leadership communications. Develop and manage leadership / employee touch-point strategy. Develop company-wide employee messaging and manage the dissemination of information to targeted employee groups. Manage the execution of employee events to include leadership town halls, educational roadshows, as well as provide support to large scale events to include annual conferences and trade shows. Redesigned and manage company intranet and company website.

- *Public Relations/Media Relations:* Led Delta Vacations PR/Media market efforts and brand positioning in top- tier trade publications, while driving engagement in consumer direct channels. Responsible for the development of press releases, editorial/advertorial content, radio, and on-air opportunities.

Responsible for executive speaking opportunities, media interviews and executive media training. Serve as primary spokesperson for all PR and media related inquiries. Develop key messages, talking points and leadership speeches. Executed PR and media strategy that resulted in more the 30 placements and 500M media impressions in a six-month period sans budget.

- *Social Media:* Oversaw the development and execution of Delta Vacations Social Media strategy and team to ensure social broadcasting is an effective multi-channel strategy to include Facebook, Twitter, Pinterest, LinkedIn, and Instagram. Led all external social activations and development of social KPIs, ROI and ROAS. Developed social tracking capabilities to track direct revenue derived from strategic social tactics resulting in 500K incremental revenue from >50K budget.

- *Sponsorships & Community Affairs:* Oversaw the development and execution of Delta Vacations Corporate Social Responsibility program and integrated Sponsorship efforts designed for workplace engagement, external brand partnerships and a higher standard of brand accountability in the communities we conduct business. Cultivated 69 partnerships through promotions, special events with entertainment/sports brands and activations in key markets resulting in 1B impressions and \$20M in media value. Implemented 'out-of-the-box' opportunities to fellow Partnership Marketing and Product teams to shift market share for international partners resulting in a 15% increase of incremental revenue YOY.

Created company-wide CSR/Community Affairs program to support Delta Vacations cause marketing efforts resulting in employees contributing 712 hours of community outreach support (a 30% increase in employee engagement) impacting 25 designated organizations throughout all Delta Vacations office locations.

Additional Relevant Experience

- The Whitley Agency Director, Marketing & Corp. Communications, Atlanta, GA 2011 - 2015
- Coca-Cola Refreshments, Senior Communications Consultant, Atlanta, GA 2013 - 2014
- Fiserv, Director, Communications, Atlanta, GA 2012 - 2013
- Amdocs, Communications Manager, Atlanta, GA 2010 - Jan 2012
- Accenture, Senior Communications Specialist, Atlanta, GA 2006 - 2009

Education

- **MA: Seton Hall University**, Strategic Communications and Leadership Orange, NJ
- **BS: State University of New York**, Business, Management & Economics Saratoga Springs, NY
- **Oxford University, Saïd Business School (on-site):** Corporate Affairs Academy: Certified July 2025
- **London Business School (on-site):** Senior Leadership Program: Certified July 2024

Leadership Recognition

- Black Stars Award Recipient (2023) - Recognized among the 30 top African American senior leaders in corporate America for leadership excellence, innovation, and impact.
- OnBoard Excellence Award Recipient (2025) - Honored as one of three Georgia-based women executives recognized annually for outstanding leadership and advancement of women in senior