

# **MICHELLE WICMANDY, DBA, MBA**

**Energy Transition & Strategic Communications Leader | Sustainability & Stakeholder Engagement**

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## **EXECUTIVE SUMMARY**

- Strategic communications and sustainability leader operating at the intersection of energy transition, industrial innovation, stakeholder engagement, and digital transformation
- Experienced translating complex operational systems, sustainability initiatives, and energy-transition priorities into clear narratives that support collaboration, strategic alignment, and informed decision-making
- Trusted partner to executives, technical experts, consultants, and cross-functional stakeholders in highly regulated industries including energy, industrial technology, and sustainability
- Recognized industry voice with contributions across Forbes, CMSWire, and leading energy and sustainability publications, with experience coordinating thought leadership, executive engagement, and industry-facing initiatives
- Strong public speaking, presentation, and relationship-building experience across industry conferences, panels, technical communities, and executive audiences

## **ESG & SUSTAINABILITY LEADERSHIP**

- Senior Sustainability Advisor, The ESG Institute
- Certificate – Sustainability in Technology, The ESG Institute
- Certificate – ESG Reporting, The ESG Institute
- Training in ISSB, TCFD, and ESG governance frameworks

## **THOUGHT LEADERSHIP & INDUSTRY RECOGNITION**

- Forbes Communications Council contributor
- Forbes Editor's Choice author on sustainability communication and corporate governance
- CMSWire contributor and awards judge
- Internationally published author in energy transition, digital transformation, and industrial sustainability
- Author, Sustainability Communication in Business (De Gruyter, forthcoming)
- Publish thought leadership focused on energy transition, sustainability, digital transformation, and strategic communication (michellewicmandy.com)

## **STRATEGIC CAPABILITIES**

Energy Transition Strategy • Stakeholder Engagement • Strategic Communications • Cross-Sector Collaboration • Ecosystem Partnership Development • Ecosystem Engagement • Sustainability & Industrial Innovation • Executive Communications • Thought Leadership Strategy • Multi-Stakeholder Coordination • Public Speaking & Industry Engagement • Program & Initiative Coordination • ESG & Sustainability Frameworks

## WORK EXPERIENCE

**KBC (A Yokogawa Company)** - Global Marketing & Communications 2021 to Present

- Led strategic communications and industry positioning initiatives focused on energy transition, industrial sustainability, and digital transformation, helping translate complex operational systems into accessible industry and stakeholder narratives
- Translated complex operational, digital, and sustainability initiatives into executive and stakeholder narratives linking operational performance, energy-transition priorities, and long-term strategic positioning
- Directed cross-functional thought leadership and communications initiatives spanning hydrogen, emissions reduction, CCS, digital transformation, and industrial sustainability programs
- Collaborated with executives, engineers, consultants, and external stakeholders to align messaging and engagement strategies across sustainability, innovation, and operational transformation initiatives
- Supported executive engagement and industry participation across major energy, sustainability, and technology organizations, conferences, and stakeholder initiatives
- Developed SME engagement and visibility initiatives that strengthened collaboration, knowledge sharing, and industry engagement across technical and professional communities

**Imagina Communications** - Marketing Consultant 2012 to 2024

- Partnered with executives and organizations to develop strategic positioning, stakeholder engagement, and communications initiatives
- Supported organizational visibility and market engagement through integrated communications, content strategy, and executive messaging
- Produced strategic insights and communications frameworks supporting alignment, growth, and reputational positioning

**Dissertation By Design** - Fractional Chief Marketing Officer 2021 to 2023

- Increased lead generation and conversion by 15% through integrated SEO, PPC, and content optimization
- Grew website traffic by 20% via analytics-driven content, email, and paid media programs
- Built conversion-focused positioning, funnels, and messaging supporting scalable client acquisition

**Brand Extract** - Digital Marketing Consultant 2011 to 2012

- Delivered SEO strategy, PPC analytics, and performance reporting for international B2B clients
- Provided data-driven optimization guidance to improve lead quality and visibility

**Southeast Media** - Marketing Director 2009 to 2011

- Led SEO/SEM, branding, analytics, and integrated campaigns across multi-client portfolios
- Expanded agency services into SEO, analytics, web development, and corporate identity, increasing revenue opportunities
- Cultivated key client relationships, resulting in an increase in online visibility and 30% open rates

## ACADEMIC APPOINTMENTS

**Texas A&M University** - Asst. Professor of Marketing 2020 to 2024

- Delivered 100+ lectures across marketing disciplines and advised undergraduate students remotely

**University of Houston - Downtown** - Adjunct Prof. Of Marketing & Lecturer 1998 to 2024

- Delivered 300+ lectures in Marketing and mentored students via the AMA collegiate chapter; Promotional Strategy class placed 2<sup>nd</sup> to promote natural gas
- Founded and led a regional marketing conference, growing attendance 20% year over year

## SPEAKING & INDUSTRY ENGAGEMENT

- Speaker and panel contributor on sustainability, energy transition, industrial innovation, and strategic communications
- Guest lecturer and conference participant with experience translating technical and operational topics into accessible industry and stakeholder discussions

## EDUCATION & PROFESSIONAL DEVELOPMENT

Doctor of Business Administration - Marketing, University of Liverpool, UK

Dissertation: B2B social media and digital influence

Master of Business Administration - Marketing, University of Central Florida

Bachelor of Science - Science, University of Central Florida