

# Michelle Wicmandy, DBA

STRATEGIC SUSTAINABILITY COMMUNICATION & THOUGHT LEADERSHIP

Executive Narrative | Industrial Transformation | ESG & Sustainability

Strategic narrative and thought leadership for industrial transformation and organizational change.



## WHAT I DO

- Connect sustainability, operations, and financial outcomes into decision-ready frameworks
- Translate complex strategies into clear executive positioning and market narratives
- Align product, commercial, and leadership teams to drive measurable business impact

## IMPACT

- Influenced \$10M+ pipeline by aligning sustainability strategy with commercial outcomes
- Led positioning across a \$75M portfolio spanning energy, emissions, and digital systems
- Generated 61.4M media reach across 50+ industry and academic publications
- Reduced time-to-market by up to 20% through aligned go-to-market strategy

## FOCUS AREAS

- ESG & Sustainability Strategy
- Digital Transformation & AI-Enabled Systems
- Executive Communications
- Energy & Industrial Systems
- Governance & Capital Allocation
- Market Positioning

## PUBLICATIONS

- Forbes Communications Council
- CMSWire (Contributor)
- ESG Institute (Senior Sustainability Advisor)

## SPEAKING

- From Visibility to Trust
- Sustainability and Decision-Making
- Linking Operations and Financial Outcomes