

Greg Lester

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Strategic Communications in Plain Language

- Writer and editor, with an emphasis on plain language, for print, audio, video and online.
- Successful in creative storytelling to engage audiences of all technical levels
- Strategic planning for events, internal communications, public relations, and crisis communications in academic, non-profit and corporate environments.
- Executive communications, speechwriting and media training.

Education

Master of Arts in Professional Writing
Carnegie Mellon University, 1999

Bachelor of Arts in Biological Sciences
University of Delaware, 1996; Minor in Philosophy

Recent Experience

LSTR Communications

(2020 – Present)

Communications Consultant for Science, Technology, and Medical Research clients

- Devise strategies for corporate communications campaigns.
- Content developer, including press releases, blog posts, long-form articles, award nominations, and white papers.

DuPont

(2019 – 2020)

Communications Program Manager, Science and Sustainability

- Supported DuPont's Chief Technology and Sustainability Officer; scripts, advises, and prepares presentations for the CTSO to internal stakeholders and external audiences.
- Managed corporate communications for sustainability, innovation and technology.

Lockheed Martin Corporation

(2014 – 2019)

Communications Manager, Advanced Technology Laboratories (ATL)

(2017 – 2019)

- Led communications support for ATL and Lockheed Martin's Global R&D enterprise.
- Served as a member of ATL's senior leadership team, and responsible for a team that handles HR, STEM community relations, internal, external and proposal communications support.
- Developed internal branding for the Lockheed Martin Center for Innovation (The Lighthouse).
- Co-created an innovative science/music presentation for the South by Southwest festival in Austin, TX.

Thought Leadership Lead, Rotary and Mission Systems (RMS)

(2016 – 2017)

- Developed successful engagements with think tank analysts in key technology areas.
- Enabled speaking events for Lockheed Martin technology thought leaders.
- Coordinated messaging across RMS for executive briefings, trade show materials, and media relations.
- Awarded the Lockheed Martin Comet award for individual communications work in Directed Energy and as part of the communications team for the T-50a training jet.

Communications Representative, RMS

(2014 – 2016)

- Developed product messaging for media relations, trade show, and customer communications.
- Managed executive and crisis communications for the General Manager of the Moorestown facility.

(continued)

Previous Experience

The Wistar Institute

(2010 – 2014)

Associate Director of Communications

- Coordinated communications for donor, media, and internal audiences.
- Served as lead science communicator for public relations and fundraising.
- Edited and wrote for Wistar donor publications, including Wistar's Annual Report and *Focus*, Wistar's semiannual magazine for the Institute's supporters.

Fox Chase Cancer Center

(2008 – 2010)

Director of Science Communications

- Pitched and coordinated national and local media coverage of ongoing research at Fox Chase.
- Aided Fox Chase scientific and administrative leaders in strategic communications planning.
- Established social media presence for Fox Chase.

American Association for Cancer Research

(2007 – 2008)

Senior Manager, Science Communications

- Promoted research findings published in AACR's five top-tier scientific journals
- Wrote and edited AACR promotional materials, documents and communications
- Selected scientific abstracts for promotion at AACR's Annual Meeting and several conferences and meetings throughout the year; hosted press briefings

University of Pennsylvania

(2000 – 2007)

Science Writer/News Officer, University Communications

(2003 – 2007)

- Promoted research findings and scientific accomplishments of scientists and engineers across three schools of the University of Pennsylvania: Arts & Sciences, Engineering and Veterinary Medicine.
- Served as liaison to the advancement office of Penn in response to an international focus on the injury of the racehorse Barbaro. Conducted press briefings, arranged interviews and wrote numerous press releases.
- Edited *Research@Penn* publication and established the Penn Science Café, a first for the city.

News Officer, University of Pennsylvania Health System

(2000 – 2003)

- Wrote basic science-oriented press releases for research conducted at Penn's School of Medicine.
- Aided media outlets to promote UPHS events, and supervised media on UPHS property.

Technical Skills

Science/Technical writing. Donor communications. Executive media and presentation training. Speechwriting. Familiarity with Drupal, Adobe Suite, Final Cut Pro, QuarkXPress, WordPress, and most online content management platforms. *Can read complicated technical things and translate them into plain language.*