

# Greg Lester

315 Greenwood Avenue • Jenkintown, PA 19046 • 267.475.9137 • greglester@lstr.net

## Science Communications in Plain Language

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- More than 25 years of experience translating science, engineering, and medical research journal articles into plain language communications for media relations and public consumption.
- Strategic planning for events, internal communications, public relations, and crisis communications in academic, non-profit and corporate environments.
- Executive communications, speechwriting, and media training.
- Successful in creative storytelling to engage audiences of all technical levels

## Education

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*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

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**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; scripted, advised, and prepared 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)

- Served as a member of ATL's senior leadership team and was responsible for a team that handles HR, STEM community relations, internal, external, and proposal communications support.
- Led communications support for ATL and Lockheed Martin's Global R&D enterprise.
- 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)

- Created product messaging for media relations, trade shows, and customer communications.
- Managed executive and communications for the General Manager of the Moorestown facility.
- Developed communications procedures as part of an interdisciplinary crisis management team.

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## Previous Experience

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### **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 member 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.
- Enabled and prepared faculty members to offer their thought leadership and expertise to the media during emerging news events.
- 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.
- Served as part of the crisis communications team for emergency events.
- Supervised at UPHS media events and escorted media teams on UPHS property.

## Technical Skills

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Science/Technical writing. SME management. Media relations. Executive media and presentation training. Speechwriting. Familiar with AMA and AP style. Familiarity with most desktop publishing and online content management platforms. Adobe and Microsoft compatible. ***Can read complicated technical things and translate them into plain language for broad audiences.***