

## PRISS BENBOW

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Over quarter century crafting stories that persuade people to act. Raised the visibility and credibility of client CEOs, organizations, and issues. Selected assignments in CEO reputation management and media relations in branding, technology, humanity (homelessness, refugee relief), politics, and education sectors. Wrote story ideas for journalists in 17 countries that secured media coverage in: ABC television, Businessweek, Newsweek, The New York Times, PBS, Reuters, The Wall Street Journal, and USA Today. As a result, companies became more valuable and non-profits helped more people. Fellow at Stanford University's Distinguished Careers Institute, liaison to White House press corps, and consultant at Bain & Company.

### **President, Benbow International PR**

**San Francisco, CA (2019-present)**

Providing PR counsel to organizations including:

- **STORYTELLING**  
Conceptualize, design, create, and synthesize multiple media to tell the story of the organization. Distribute across multiple platforms.
- **STRATEGY**  
Analyze market, create market positioning, and design PR plan. Plan and produce Asset Library for use across organization.
- **EXECUTION**  
Write company messaging, PR materials, and manage PR strategy. Conduct media relations to secure media interviews. Implement PR best practices and strategies to increase revenue. Institute Ethical Marketing Policy.

Stanford Alumni activity:

- Co-founder, Stanford DCI/Stanford Graduate School of Business (GSB) mentoring program.
- Continuing Mentor, Stanford DCI/Stanford Graduate School of Business (GSB) mentoring program.
- Continuing Mentor, Stanford DCI/Stanford Women in Business mentoring program.
- Judge, Stanford Center on Longevity Design Challenge 2020. "Reducing the Inequity Gap."

### **Fellow, Stanford Distinguished Careers Institute**

**Stanford, CA (2017-2018)**

Fellowship program to direct career to social impact role locally, nationally, and globally.

- Conceived and part of two-person team that helped create DCI mentorship program for Stanford Graduate School of Business (GSB) students in 2017; the program is ongoing.
- Conducted interviews, research for three podcasts aired on *Stanford Social Innovation Review* concerning the international refugee crisis.
- Imagined, wrote, and produced seven videos on international refugees and the organizations that help them. Selected all assets, including music, photographs, and video.

- Collaborated with content experts and wrote script for Stanford Graduate School of Business video, “Social Venture Innovation Process” as part of eight-person team. Video used to teach social entrepreneurs how to create social ventures in GSB classes and website.
- Judged over 40 short videos created by social impact entrepreneurs on storytelling, imagery, and persuasiveness. Reviewed, rated, and recommended the first place winners two consecutive years.

**Advisor, Mercy Corps**

**San Francisco, CA (2018)**

- Acted as advisor to global humanitarian aid organization, providing counsel on public relations and communications strategy to Mercy Corps’ Social Venture Fund.
- Created media kit with templates for social entrepreneurs around the world to use to market their business and standardize portfolio companies’ communications materials globally.

**President, Benbow International PR**

**San Francisco, CA (1991-2016)**

**Media Relations**

Secured:

- \$1.2 million of news coverage in U.S. and Europe for one-year old Swedish company.
- \$550,000 of news coverage in U.S. and Europe for a creative agency. Obtained 120 interviews, resulting in 90 published feature articles and mentions of the CEO, founder, and agency.
- 77 interviews, which resulted in news coverage in 42 feature stories about and 14 mentions of Managing Director and organization.
- 47 speaking engagements globally that led to a published mention of an Institute in The Wall Street Journal. The conferences included ones sponsored by: OECD, Stanford, The Wall Street Journal, and UNESCO, and took place in India, Spain, Sweden, Switzerland, and the U.S.
- News coverage in the U.S. and Europe of newly formed French-American venture. Coverage included six published feature articles and two mentions of the CEO, company, and brand.
- News coverage in Business Week, The New York Times, and Reuters for newly-formed European technology company. Over 12,000 visitors registered on the company’s website the day after the news coverage was published — even though the website had not been launched formally.
- News coverage for newly-formed European business incubator in The Wall Street Journal. One of five incubator companies profiled in WSJ article, which included prestigious consulting firms Bain & Company and McKinsey.

**Leadership and Management**

- Responsible as product manager for creating software product. Led team of 45-50 professionals within global educational company. Wrote, implemented PR plan. Obtained \$300,000 funding, identified international market opportunities in the U.K. and Mexico.
- Created and managed PR initiatives responsible for 5-10% of creative agency’s yearly revenue increase and led to one Fortune 100 client.

- Oversaw and coordinated six PR agencies in Europe and the U.S.
- Conducted media relations for three years in Paris, Amsterdam, Stockholm, London, and Brussels.
- Managed press conferences and media tours in the U.S. and Europe. Negotiated stories, wrote briefing books, managed logistics, and monitored interviews.
- Designed U.S. PR strategy for international company - created positioning, wrote marketing materials, and implemented press strategy.
- Planned and executed daily client PR operations - oversaw budgets, presentations, speakers' bureau, advertisements, events, award submissions, b-roll creation, and photographs.
- Adapted to business and social cultures of Sweden and the Netherlands while living in each country conducting international media outreach for European CEOs.
- Innovated an automated press release system that decreased labor costs by 75% and increased press coverage 100% in six months with no additional cost.
- Mentored startup companies on investor presentations, messaging, and marketing materials for world's largest angel investment.

**Instructor, Stanford Continuing Studies**

**Stanford, CA (2015-2016)**

- Taught class, "Public Relations for Startups". Students learned storytelling and developed the most important materials for their business, including a: biography, company history, fact sheet, FAQ, press release, messaging matrix, and 30-second introduction.

**Consultant, Bain & Company**

**San Francisco, CA (1989-1990)**

- Conducted strategic analyses for, and made recommendations to, top senior executives at Fortune 1000 companies. Member of seven-person market research team whose recommendations saved client \$10 million in 6 months.

**Press Aide, The White House**

**Washington, D.C. (1984-85)**

- Liaison to the international White House press corps. Released late-breaking news, helped edit speeches and State of the Union Addresses viewed by global audience. Analyzed, prepared, and delivered weekly news summary to Vice President and his top advisors of over 30 major daily newspapers. Assisted in television and radio tapings.
- F.B.I. Top Secret Security Clearance.

**Staff, Reagan-Bush '84**

**Washington, D.C. (1983-84)**

- Raised \$40 million for re-election campaign as member of seven-person Finance Department.

**EDUCATION**

Fellow, Stanford University, Distinguished Careers Institute

Coursework: Philanthropy, media innovation, podcasts, storytelling, video

M.A. Communications, University of Southern California, The Annenberg School

B.B.A. Business, Southern Methodist University  
The Hockaday School for Girls

**VOLUNTEER LEADERSHIP**

- The Hockaday School. Over 20 years' volunteer service. Organized and led Day of Service events in three cities across the U.S. – Austin, New York, and San Francisco – in honor of school's centennial celebration. As a result, local communities received over 4,200 meals, 300 pounds of food, 400 holiday gift bags, and 50 books donated to a school library. Member, Alumnae Board of Visitors. HAARTS 2020, Distinguished Panelist, "The Art of Storytelling".
- St. Dominic's Church. Over 10 years' volunteer service. Organized food and a place to sleep for the homeless during the rainy season at The Lima Center, a drop-in shelter. Led and managed PR for the Outreach Commission which organized events to bring together and foster church community. Gave Art History lectures on the art within the church as docent.
- Keiretsu Forum. Provided PR and storytelling counsel to founder, senior management of world's largest angel investor network. Mentored startup CEOs on their positioning, marketing materials, and presentations to secure funding from Keiretsu investors.

**SKILLS**

Software: Adobe Premier Pro, Microsoft Office Suite

Languages: Fluent in English, basic skills in French