Alan K. Caldwell

Houston, TX

PROFESSIONAL SUMMARY

Communication and External Affairs Executive with 20+ years of experience at global Fortune 100 & 200 manufacturing and energy organizations, focused on communications, external affairs, and internal/external stakeholder engagement. Adept at leading global teams remotely with experience leading communication and external affairs teams in Europe, Mexico, and Brazil.

FUNCTIONAL SKILLS

Communication: Media Relations, Strategic Communications, Crisis Communications, Internal Communications, Public Relations, Presentations and Public Speaking

External Affairs: Government Relations, Stakeholder Engagement, Issues Management, Reputation Management, Legislative/Regulatory Analysis, Public Affairs and Corporate Social Responsibility

Professional Experience

LyondellBasell 2023 – 2025
Director, Americas External Affairs &
Global Head of Crisis Communications

Stakeholder Engagement

- Lead the development of communication and stakeholder engagement for North and South America assets, which include manufacturing, Advanced Polymers, and pipeline business units. Coordinate deliverables by managing twelve communications and external advisors.
- Provide counsel to C-Suite and Executive Committee regarding best practices to engage stakeholders to build and protect brand reputation.
- Develop strategies to increase external stakeholder relationships, which include media, community leaders, and elected officials.

Communications

- Serve as Head of Corporate Crisis Communications and Public Information Officer. Develops holding statements and media responses for all North and South America assets.
- Develops crisis drills and works with manufacturing advisors to ensure support for site leadership during crisis incidents.

Government Relations

- Engage and inform local elected officials to protect the business license to operate. Review and approve local requests to host elected officials on manufacturing tours.

Marathon Petroleum Corporation 2020 – 2023
Sr. Mgr. Communication and Public Affairs

Stakeholder Engagement

- Developed and implemented stakeholder communication and engagement plans to protect the organization's license to operate and create opportunities to advance business expansion projects.
- Deliverables include approval of environmental permits, successful negotiation of community benefits agreements, and legislative rule language changes that increased flexibility for the business to comply with regulatory requirements.
- Developed the Southern California PAC strategy at the local, state, and federal level that successfully supported 85% of supported candidates successfully elected.

Advocacy

- Expanded leadership roles across key business and advocacy organizations, including high-profile organizations such as the Los Angeles Chamber of Commerce, BizFed Los Angeles, and Inland Empire Economic Partnership.
- Leadership positions allowed the business to influence advocacy efforts and increase access to community and business leaders across Southern California and created relationships with elected leadership at local, state, and federal levels.
- Led the development and negotiation of legislative and regulatory packages targeting the reduction of NOx from oil and gas operations.

Communication

- Served as Public Information Officer (PIO) for multiple crisis incidents and corporate crisis drills.
- As the PIO, protected brand reputation through engagement with media and community influencers regarding incidents at business operations, which include manufacturing, pipeline, and marine logistics. As a result of proactive crisis communications, minimal impact on brand operations and license to operate.

Southern California Gas Company 2018 – 2019
Director, Energy Communications & Public Affairs

Strategic Communications

- Led the development of multi-channel communication strategy for media and social media platforms related to the Future of Energy and the organization's Renewable Energy Policy.
- Deliverables included a Renewable Energy White Paper and the development of digital assets to support White Paper's content.
- Created and implemented the external stakeholder engagement and marketing strategy, working cross-functionally with Media Relations, Corporate Social Responsibility, Public Affairs, and C-suite Leadership to develop talking points and key messages to protect natural gas as an energy source option for consumers.

Media Relations

- Served as the company spokesperson and presenter at twenty-five local, state, and national conferences and regulatory hearings regarding climate change and sustainability.
- Coordinated the development of two high-profile media launch events (Los Angele & Sacramento) regarding climate change with a leading Washington, D.C. Energy Think Tank.

Cerrell Associates 2016 - 2017
VP, Communications & Public Affairs

Public Affairs

- Developed the strategy for an award-winning public relations campaign for a leading grocery distributor to advocate for healthy shopping and eating in underprivileged communities.
- Created a communication strategy to support a potential litigation issue for a global chemical company that resulted in the dropping of the lawsuit by government officials.
- Developed the training module for crisis communication for a leading global Think Tank's communication department.

Stakeholder Engagement

- Designed and developed a multimedia digital platform to engage, inform, and educate community stakeholders for a global energy company related to environmental and remediation projects.
- Developed talking points, testimony, and briefed oil & gas and energy clients on the impact of proposed regulations on the industry and specific business units.

Media Relations

- Secured media coverage for clients for Tier 1 media, including The New York Times, Wall Street Journal, Los Angeles Times, and Atlanta-Journal Constitution.

Shell 2010 - 2016
Communications & Government Affairs Mgr. &
North America Crisis Communication Lead

Government Relations

- Developed and executed communication strategy to support multi-million-dollar litigation that created the support needed to successfully negotiate a settlement.
- Created and implemented the stakeholder engagement plan that led to development entitlements for a five-hundred-million-dollar business expansion project.
- Provided strategic counsel to businesses to protect the license to operate for a two-billion-dollar asset portfolio.
- Analyzed legislative packages and developed legislative analysis related to the impact of proposed legislation and provided testimony at legislative and regulatory hearings.

Media Relations

- Served as company spokesperson and provided media statements to Tier 1 and Tier 2 media outlets regarding business operations.
- Coached and trained C-Suite, VPs, and Senior Business Leaders for media interviews, presentations, community meetings, and regulatory hearings.

Corporate Social Responsibility

- Developed and executed a corporate giving program which included researching community organizations and identifying strategic partnerships to enhance brand reputation and develop third-party advocates to support the business.

Crisis Communications

- Served as North America Crisis Communication PIO and led crisis communication for the North America Emergency Response Team. Deliverables include multiple national and international drills and the management of real incidents, including high-profile incidents in the Gulf of Alaska.

EDUCATION

Pepperdine University, Los Angeles, CA
Ph.D., Global Leadership & Change

Mount Saint Mary's University, Los Angeles, CA
M.B.A., Business Admin & Entrepreneurship

University of Houston Downtown, Houston, TX (Fall, 2027)
M.S. – Technical Communication

Baylor University, Waco, TX
B.A. Political Science & Government; Minor: Computer Science

University of California, Los Angeles (UCLA), Los Angeles, CA
Professional Certificate: Public Relations & Communications

ACCREDITATION

Accredited Public Relations Professional (APR) – Public Relations Society of America

CERTIFICATIONS

Federal Emergency Management Agency (FEMA), Incident Command System (ICS): Crisis Public Information Officer & Joint Information Center Manager