

DENNIS K. TARTAGLIA

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SUMMARY OF EXPERIENCE

Leader in the field of health and science communications with 30 years' experience in teaching hospitals, voluntary health agencies, and public relations firms. Creator of numerous award-winning communications programs for foundations, health policy organizations, academic medical centers, professional associations, research institutes, biotech companies. Strengths in strategy development, media relations, health/science writing/editing, community and internal relations. Past volunteer leader of major professional association, advisor to leading university communications program and co-chair of national conference for senior PR practitioners, who has helped set the agenda for the field. Experienced presenter. Award-winning strategist, publicist, writer and editor. Career highlights:

- In the worst economy since the Great Depression, established and rapidly expanded Tartaglia Communications, a New Jersey public relations firm serving national and regional health and science clients.
- Launched the American Board of Addiction Medicine, developed the organization's first newsletter and media kit, and counseled organizational leadership on how to handle various communications challenges.
- Designed and implemented high-impact national media relations campaigns for scientific research and science competitions funded by the Gordon and Betty Moore Foundation.
- Managed media relations for annual scientific sessions of American Headache Society, resulting in major national and regional coverage including *The New York Times*, NPR, *Los Angeles Times* and TODAY.com.
- Created media platform for leadership of Columbia University Medical Center, resulting in dozens of national news stories, re-establishing CUMC as a media resource and supporting branding and fund-raising initiatives.
- Designed award-winning public relations campaigns for two national Robert Wood Johnson Foundation programs. These campaigns resulted in influential stories in the *Wall Street Journal*, *New York Times* and *Washington Post* and drove social change and policy adoption, motivated grassroots action, and stimulated new thinking among key stakeholders.
- Re-established national and local media presence for Hospital for Joint Diseases during its integration into NYU Medical Center.
- Reversed declining applications for the Bristol-Myers Squibb Foundation's *Fellowship Program in Academic Medicine for Minority Students* through innovative, targeted communications.
- Leveraged strategic announcement of scientific results to enable Brookhaven National Laboratory to save \$13 million in funding and showcase its largest research facility. This program won PRSA's *Silver Anvil Award*.
- Designed and executed global publicity campaign for small privately held Israeli biotechnology firm Peptor (Develogen) that resulted in the company's first pharmaceutical partnership. This campaign won PRWeek's *Healthcare Campaign of the Year Award*.
- Developed numerous media campaigns on quality of care and health disparities for IPRO, a nonprofit quality improvement organization.
- Created media relations strategies that showcased the American Federation for Aging Research's innovative approaches to the funding of aging research and career development for promising young scientists.
- Used partnerships and communications initiatives to help the American Board of Medical Specialties reduce resistance to its expanded physician certification requirements.
- Launched *Sleep for Life* for New Jersey's Somerset Medical Center, making it the hospital's most profitable service line and resulting in hundreds of national and regional news stories.
- Won three of the public relations profession's leading honors – PRSA's *Silver Anvil*, PRWeek's *Healthcare Campaign of the Year* and the Healthcare Public Relation & Marketing Society's *HPRMS Award for Excellence in Public Relations*.

PROFESSIONAL EXPERIENCE:

- 2008-present** **President**, TARTAGLIA COMMUNICATIONS, LLC, Somerset, NJ.
Provide consultation to a range of national and regional health care, academic, scientific and not-for-profit organizations. Create and conduct new business presentations. Manage all aspects of operations. Areas of client work include: strategy development and senior counsel; project management; media relations; social media engagement; health and science writing.
- 1998-2008** **Senior Vice President, Healthcare Practice**, M BOOTH & ASSOCIATES, New York, NY.
As part of PR agency's management team, directed strategy and day-to-day work for health care and science accounts. Served as chief scientific and medical writer and media strategist. Supervised two staff, developed and managed programs and budgets, prepared and presented new business proposals and programs. Created and directed agency's external and internal awards program. Trained staff.
- 1997-1998** **Director, Public Relations & Marketing**, NEWARK BETH ISRAEL MEDICAL CENTER, Newark, NJ. Directed public relations and marketing functions of 617-bed urban teaching hospital. Supervised five staff and consultants; managed \$3.3 million budget. Provided strategic communications direction for key initiatives. Produced publications for all departments, oversaw compliance with new corporate ID standards during integration into St. Barnabas Health Care System.
- 1995-1997** **Director, Public Affairs**, NYU HOSPITAL FOR JOINT DISEASES, New York, NY. Planned and implemented all public relations and marketing campaigns for 220-bed specialty hospital. Areas of responsibility included publicity, publications, community relations, and advertising.
- 1991-1995** **Director of Public Affairs**, NATIONAL MULTIPLE SCLEROSIS SOCIETY, NEW YORK CITY CHAPTER, New York, NY. Planned and managed media campaigns and sponsorships, developed PSAs, advertisements, and promotional videos. Edited numerous publications. Recruited celebrities and coordinated their involvement in various fund-raising and public service campaigns.
- 1990-1991** **Director of Community Relations & Development**, UNITED CEREBRAL PALSY ASSOCIATIONS OF NEW JERSEY, Trenton, NJ. Wrote, edited and designed all publications. Wrote and placed press releases and feature stories. Managed fund-raising and affiliate relations.
- 1987-1989** **Director, Worksite Programs**, AMERICAN HEART ASSOCIATION, NEW JERSEY AFFILIATE, North Brunswick, NJ. Directed statewide corporate health promotion program. Produced marketing and training materials and marketed program to corporations. Presented to corporate HR executives.
- 1985-1987** **Program Director**, AMERICAN CANCER SOCIETY, BERGEN UNIT, Hackensack, NJ. Directed all public and professional education programs. Produced program brochures, developed and placed press releases. Recruited and trained volunteers, spoke to community groups. Facilitated smoking cessation program.

SELECTED AWARDS:

- 2012** *HPRMS Award for Excellence in Public Relations*
- 2011** *Gold and Bronze Bulldog Awards for Media Relations; Gold MarCom Award*
- 2010** *PRSA Bronze Anvil Award of Commendation, Media Relations*
- 2008** *PRSA Bronze Anvil Award of Commendation, Media Relations; Nonprofit Campaign of the Year, PRWeek (Finalist); SABRE Award, Healthcare Providers (Finalist); Pyramid Award (PRSA-NJ)*
- 2007** *Media Relations Campaign of the Year, Nonprofit PR Awards (Honorable Mention); MarCom Award*
- 2006** *Silver Anvil Award, Public Relations Society of America (PRSA); Gold Mercury Award (2); Inaugural O'Dwyer's Public Communications Award; Platinum MarCom Award*
- 2005** *Innovation Award, PRSA Health Academy; Bulldog Awards (2); Gold Mercury Award*
- 2003** *Healthcare Campaign of the Year, PRWeek*
- 2001-2008** *Ten Big Apple Awards (PRSA-NY)*
- 2001, 2006** *Inaugural eMBy Program of the Year and Rodney awards (M Booth & Associates)*

PROFESSIONAL LEADERSHIP POSITIONS / MEMBERSHIPS:

Member, Advisory Board, Quinnipiac University School of Communications, 2008-2010

Member, Board of Directors, PRSA Health Academy, 2007-2012

- Awards Chair, 2007-2008; Vice Chair for Communications, 2009-2010; National Conference Co-Chair, 2011

Member, PRSA New York Chapter, 1991-

- Chair, Meet the Media Committee, 1994-1996
- Co-chair, Publicity Committee, 1997-1998

Member, PRSA New Jersey Chapter, 2008-

Healthcare Public Relations & Marketing Society of Greater New York, 2000-

- Director, 2001-2003; Treasurer, 2003

Member, National Association of Science Writers, 2004-

Member, Science Writers in New York, 2004-

Member, Publicity Club of New York, 2000-

Member, Advisory Board on Art and Addiction, Johns Hopkins School of Medicine, 2005-2010

OTHER PROFESSIONAL ACTIVITIES:

Senior Judge, *Big Apple Awards* (1994-present); Judge, *Silver Anvil Awards* (2007- present)

SELECTED PUBLICATIONS AND PRESENTATIONS:

2011 "New Rules of Engagement," PRSA Health Academy Natl. Conference (co-chair/host)

2010 "PR Challenges and Opportunities," Rutgers University Graduate School of Business

2007 "Scientists Support Smoking Bans," *PRWeek*

2005 "Secrets of Breakthrough PR Campaigns," *Bulldog Reporter* Audio Conference

2005 "Effective Media Management Strategies," for IPRO, Greater New York Hospital Association

2004 "Hospital PR: Making the News You Want," *O'Dwyer's PR Report*

EDUCATION:

1984 M.A., Montclair State University, Upper Montclair, NJ

Magna Cum Laude

1979 B.A., Ramapo College of New Jersey, Mahwah, NJ

1988-1989 Completed additional coursework in public health, University of Medicine & Dentistry of NJ