

W. FRED SMITH, MA

SUMMARY

Supervisory Health Communication professional with 15+ years of experience at CDC. Multiple accomplishments as an innovative communicator and communication specialist. Extensive domestic and international experience in crisis and emergency risk communication, media relations, social mobilization, communication campaigns and digital communication. Expert technical knowledge on digital communications platforms, IT systems and information dissemination channels. Proven leader in multi-lateral collaborations and partnership building with local, state, national, international and multi-national governments and organizations.

EXPERIENCE

COVID-19 Response

Oct.-Nov. 2021: **Senior Communications Technical Advisor & Vaccines.gov Lead, Vaccine Task Force**

- Oversaw the deployment of weekly vaccines.gov/vacunas.gov updates with content changes and functional improvements. Closely collaborated with HHS, the US Digital Service, Boston Children's Hospital, Castlight Health and other vendors. Directed and advised public health specialists, web and technical specialists, risk communication staff, cybersecurity specialists and CDC subject matter experts.
- Collaborated with Google, Microsoft, Facebook, WhatsApp and other technology companies to promote accuracy of messages, identify and surface problems and implement new digital communication projects.
- Working with NCIRD senior leadership, formulated a medium-term strategy for vaccine finder technology and drafted Request for Task Order Proposal for future contracts for platform enhancements.

March-May. 2021: **Senior Communications Technical Advisor, Vaccine Task Force**

- Lead transition of vaccinefinder.org to CDC per Presidential directive. Coordinated activity across CDC, HHS, the US Digital Service and Boston Children's Hospital. Directed and advised public health specialists, web and technical specialists, risk communication staff, cybersecurity specialists and CDC subject matter experts.
- Developed and implemented strategy for content creation, management and reuse for Frequently Asked Questions through multiple channels (social media, chatbots, web, etc.) and disseminations products. Uses include FAQ pages, use in Google search results, WhatsApp, widgets and chatbots.
- Developed and coordinated the creation of an agency-wide process for clearing and coordinating chatbot projects. Process includes technical, financial, content, privacy and communication considerations.

Jan.-Feb. 2020: **Quarantine Station Officer / Shift Lead**

- Deployed as part of the COVID-19 outbreak response in the first wave of deployers sent to Quarantine Stations across the U.S. Assigned to the CDC Quarantine Station in the San Francisco International Airport.
- Established and coordinated organizational structure for all deployers to support Quarantine Station staff to manage the CDC response.

- Coordinated with Customs and Border Protection staff on screening procedures. Trained CBP supervisors for addressing staff and the public regarding COVID-19 inquiries and screening requirements.
- Trained multiple Emergency Medical Technicians and medical personnel on secondary screening procedures, enhanced communications with the public, and principles of emergency risk communication.
- Served as a secondary screener for international passengers arriving from China.
- Conducted data entry and reporting, data quality checks and data collection. Reconciled data to be shared with CDC.

Regular Position

Title: **Lead, Technology Team**

2009- Present (Full time; >40hrs./week)

Division for Public Affairs, Digital Media Branch

Office of the Associate Director for Communications, CDC

- Supervise, manage and mentor a team of several FTEs and serve as the technical monitor of 60+ contractor staff to meet branch goals of providing systems and customer support for agency-wide web and digital communications work.
- Lead and manage multiple concurrent projects for the development and maintenance of a \$12 million digital communications portfolio of 22 systems for agency-wide use to fulfill CDC's public health information dissemination needs.
- Oversee EPLC, CPIC and IRGC aspect for all the entire division's projects.
- Develop and implement strategies for communications technologies to meet medium and long-term needs of the agency.
- Lead the provision of technology tools including the Web Content Management System and content reuse technologies to assist all CDC CIOs to meet their communication objectives.
- Represented OADC on multiple IT and ITDG committees and panels, including the CDC IT Strategic Plan, the formation of the CDC Information Resources Governance and Enterprise Project Life Cycle structures and procedures and the on-going IT & Data Governance Board and Infrastructure Subcommittee. Full voting member of the OADC IRGC board.
- Represent CDC on the HHS Digital Council, requiring collaboration and policy discussions with HHS Office of the Assistant Secretary of Public Affairs.
- Routinely advise Division Director on technical and management strategies, digital communications and security policies. Regularly advise OADC Director for direct requests from CDC Director, and other Office- and Center-level directors.
- Provided technical assistance to the Ministry of Health – Kenya and national blood banks by developing a communication campaign to strengthening blood donations across the country. The campaign included the development and implementation of an SMS reminder system to enhance repeat blood donors.
- Analyze and interpret complex policies and legal requirements impacting branch and divisional work. Advise Division Director on recommended course of action to ensure compliance.
- Lead the HSS Content Syndication Workgroup under the HHS Digital Council consisting of representatives of multiple HHS OPDIVs such as NIH, FDA, SAMHSA, and IHS and STAFFDIVs such as ASPA and Office of the Surgeon General as well as other non-HHS federal agencies such as GSA and the U.S. Census Bureau.
- Represented HHS and CDC at the Federal Mobile Strategy Workgroup organized with the Federal CIOs Office.
- Established and strengthen working relations with multiple federal agencies including FDA, NIH, CMS, HHS and the General Services Administration.
- SME in Crisis and Emergency Risk Communication (CERC), Teach advanced and basic CERC courses for CDC staff across the agency and other public health partners and organizations.

Other Emergency Responses

Title: **JIC Lead, Zika Outbreak Response**

August-November, 2016

- Oversaw the communication and media relations aspects of the CDC response to Zika outbreak, including message strategy, staffing, communication clearance, issue resolution, intra-agency and interagency coordination. Served as the main point of contact for communication coordination with the Florida Department of Health.
- Oversaw the activities of ERCB teams, JIC desks and surge staff in implementing emergency risk communication principles in all communication materials produced or cleared through the JIC
- Reviewed and cleared all products for communications principles, translating of complex scientific/medical information into accurate messages for non-scientific audiences, using plain language principles
- Jointly coordinated communication and media releases with OADC and HHS
- Maintained the Zika Communication Strategy for CDC and the response
- Represented the JIC in all daily briefings with the incident commander as well we weekly meetings with the CDC director.
- Directed and reviewed emergency response communication activities
- Assisted in the design and obtained the funding for a behavior study on Zika prevention for the US Virgin Islands to dovetail with mosquito spraying.
- Developed and prioritized budget for all communication activities for the outbreak response for FY17

Title: **Communications Lead, Ebola Response – Sierra Leone**

October-November, 2014

- Established and strengthen collaborations with multiple international aid and response organizations, the US Department of State, United Nations, British military, Sierra Leone Ministry of Health and Sanitation, and the Government of Sierra Leone.
- Implemented emergency risk communication plans and tools in all communication materials developed in support of the Ebola response in country and coordinated efforts with JIC-Atlanta
- Lead the development and implementation of the “Ebola Big Idea of the Week” (EBIW) campaign to focus Ebola messaging around one central topic each week for all media appearances and promotions. Campaign ran for over 52 weeks.
- Developed the evaluation of the EBIW communication campaign and emergency risk communication activities associated with the campaign
- Trained 80 radio, print and television journalists across all of Sierra Leone on the messaging and science behind the EBIW and Ebola transmission and CERC principles.
- Served as media relations lead plus conducted other media-related functions including arranging media interviews for CDC SMEs and producing and clearing talking points and messages
- Produced >50 Public Service Announcements engaging with Sierra Leonean music stars and other prominent local figures.

Title: **Chief (Acting), Digital Media Branch.**

Division for Public Affairs, Digital Media Branch

Office of the Associate Director for Communications, CDC

February 2015-March 2016.

- Oversaw the work of 19 FTEs and served as technical monitor for 48 contractor staff to accomplish branch, division and office goals of increasing the reach of CDC messaging worldwide. Assigned work, set deadlines and performance expectations and conducted performance reviews for staff.
- Designed, led and managed the technical implementation of a multi-year, \$22 million interagency agreement with the Food and Drug Administration. The project directly assisted FDA’s Center for

Tobacco Products in increasing the reach of their \$300 million multiple teen anti-tobacco advertising campaigns, by developing content reuse technologies, widgets, mobile apps, and microsites.

- Leveraged technology developed and lessons learned from the FDA and HHS projects for CDC to deliver smoking prevention, Ebola, Zika, HIV, concussion, and other health related messages through syndication, microsites, mobile apps and interactive data widgets and infographics.
- Oversaw multiple concurrent projects for the development of innovative products and mobile apps such as Solve the Outbreak, Health IQ app, HEADS UP and Zika Virus microsites.
- Directed staff managing the main agency digital communications channels for CDC, including CDC.gov home page and the main social media profiles for CDC and the CDC Director.
- Provided agency-wide systems, processes and tools for web and digital communications used across all of CDC, such as the Web Policy, CDC.gov template, the Web Content Management System, the Public Health Image Library, and the Podcast system.
- Collaborated closely with NIH, FDA, HHS and the General Services Administration on efficient digital content management and reuse.
- Advised and provided guidance to HHS and the White House on web and open government policies, operational practices and cross-government web sites of particular importance to POTUS, such as the recently launched opioid site against prescription drug overdose and heroin abuse.

Title: Vice-President for Technology and Communications

Moonbow Software, Inc. London, KY

November 1997 – February 2005

- Lead business development initiatives including proposals, marketing and sales presentations for web and pre-press and publishing service projects.
- Developed client base to over 200 worldwide with at least 10 concurrent projects in 5 years.
- Maintained customer relations with active and prospective clients. Designed, developed, and deployed over 200 Web and database applications using a variety of Web, new media, and mobile technologies. Instructed numerous courses on Web development and design and implementation of databases.
- Directly supervised programming and administrative staff as well as external contract laborers.
- Negotiated with cell phone carriers to have medical information applications placed on the main 'decks' to increase their visibility to users and improve the delivery of the health messages.
- Developed communication campaigns, tracked and measured campaign performance, conducted data analyses, interpretation and provided recommendations to firms and clients

Title: Regional Director for Central Asia

Eurasia Foundation, Washington, DC

Tashkent, Uzbekistan – Almaty, Kazakhstan

January 1994 – April 1997

- Hired, trained, and supervised an international staff of 30 persons in 5 countries in Central Asia. Countries included Uzbekistan, Kazakhstan, Kyrgyzstan, Turkmenistan and Tajikistan.
- Established a fully functional grant-making network for 5 Central Asian countries of the former Soviet Union, including all legal, logistical, programmatic, marketing, communication, administrative and managerial aspects.
- Developed and managed \$4+ million annual operational and grant-making budget.
- Dealt extensively with US State Department, US Information Service, US Agency for International Development (USAID), United Nations High Commission for Refugees, and other US and foreign donor program personnel in the region.
- Established 2 separate grant advisory boards consisting of local and international leaders and subject matter experts.

- Implemented control systems to oversee and account for grant funds in compliance with USAID procurement and expenditure requirements and OMB audit standards.
- Awarded over 200 grants to small communities in all 5 countries for >\$3+ million/year.

RECENT RECOGNITIONS

- 2020 OADC Project of the Year *COVID Web Response*
- 2019 OADC Project of the Year *Intranet Template*
- 2018 OADC Most Innovative Communicator *Page Info Tab*
- 2017 OADC Project of the Year *WCMS Transition*
- 2015 OADC Excellence in Clear Communication *Health IQ app*
- 2015 OADC Project of the Year *Ebola Response*
- 2013 OCOO Excellence in Leadership GS14+ (Individual)
- 2013 CDC Finalist Excellence in Leadership

EDUCATION & Key Training

- 2021 Diversity, Equity and Inclusion in the Workplace Certificate (Expected May 2021)
University of South Florida College of Business
- 2015 CDC CERC Train-the-Trainer Certification
- 1992 PhD – Linguistics and Literature coursework completed.
Ohio State University, Columbus, OH
- 1989 MA – Linguistics and Russian Literature
Ohio State University, Columbus, OH
- 1987 BA – Russian Language and Literature
Magna Cum Laude, Phi Beta Kappa, National Honor Society
University of Kentucky, Lexington, KY

OTHER PROFICIENCIES

Computer Skills:

- SAS, R Software, Epi Info, Access, basic GIS, PowerBI
- Emergency response
 - o Led or participated in multiple large outbreaks responses. Recent examples include:
 - COVID-19 Response – 2020 Quarantine Station Response Officer / Shift Lead and 2021 Senior Communications Technical Advisor, Vaccine Task Force
 - 2016 Zika response – JIC Lead
 - 2015 Ebola response – Sierra Leone – CDC Communications Lead

Soft Skills:

- Leadership
 - o Experience leading the Joint Information Center during an emergency activation
 - o Expertise in emergency risk communications and working in the NIMS structure during emergency responses including H1N1, Ebola, Zika, COVID-19
 - o Certified CERC trainer. All advanced ICS trainings completed.

- Extensive leadership roles in emergency response, and branch, division, CIO, agency and department level priority projects and activities.
- Proven ability to strengthen and develop collaborations across federal government, state and local public health, academia, NGOs, and with international stakeholders
- Emotional intelligence, problem solving; adaptability used in all interactions. Conflict resolution skills.
- Extensive mentoring and experience developing technical and soft skills in fellows and staff.
- Interpersonal:
 - Strong collaborative and teamwork skills reflected in all aspects of work and interactions. Use of emotional intelligence principles, effective communications and negotiation skills, thrive in fast paced environments, problem solving, attention to detail, reliability.
 - Cultural sensitivity; proven record of successful achievements working with multitude of colleagues and partners from different backgrounds, cultures and countries on 4 continents.
- General Communications:
 - Superb public speaking and writing skills.
 - Advanced languages skills: Fluent in Spanish, Russian, and English. Conversational French.
 - Invited lecturer at Emory Rollins School of Public Health: lectures on emergency risk communication, data analyses and interpretation using R software, etc.
 - Abstract reviewer for national conferences (e.g., APHA)
 - Given interviews on behalf of CDC on topics associated with communication technology (print and media interviews)
- Hobbies:
 - Cajon percussion player
 - Dance crew member of “Expresiones de mi Tierra” (traditional dance competitor/2019 International Marinera Competition – 3rd place)
 - PADI certified diver

REFERENCES

Available upon request