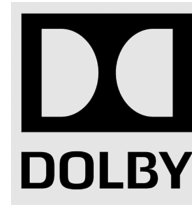


JENNIFER JACOBS BOWCOCK

WIRELESS: 408.768.8221; JENNIFER.BOWCOCK@YAHOO.COM

TWITTER: @JBOWPR; INSTAGRAM: @JBOWPR; LINKEDIN: JENNIFERBOWCOCK;

WWW.JBOWPR.COM



Results-driven professional with 30 years of communications experience working for global brands such as: AT&T, Apple, Dolby, Ogilvy PR, ChargePoint and RealPage. Worked with leaders like: Steve Jobs, Tim Cook, Phil Schiller and Eddy Cue from Apple; Stan Sigman and Ralph de la Vega from AT&T; and Dagmar Dolby from Dolby.

Experienced in global, financial, employee and crisis communications, and agency management working for publicly-traded companies. Led iconic launches including: original iPhone, the App Store, RAZR, Academy Awards at the Dolby Theatre, Dolby's 50th Anniversary and Dolby's opening of the Ray Dolby exhibit at The Smithsonian Museum. Currently leading crisis efforts at RealPage, combating the negative narrative around its antitrust litigation and suit with the Department of Justice. Responsible for developing and leading "The RealStory" campaign.

Credited in iPad Apps for Dummies forward by (then) USA Today journalist Jinny Gudmundsen; iPhone for Dummies forward by USA Today journalist Ed Baig; Missing Manual iPhone book by (then) New York Times journalist David Pogue; and recognized in the credits (and via cameo appearance) of documentary "BatKid Begins." Highlighted as one of San Francisco's "Most Influential Women in Business" by the San Francisco Business Times.

Held executive-level positions: Chief Marketing Officer, Senior Vice President Communications & Creative and two-time Global Vice President, Communications. Prior member of Advancing Women Executives (AWE) and Brand 50, a World 50 invite-only community for executives.

Professional Experience:

RealPage, August 2023 - Present, Senior Vice President, Communications & Creative

Currently leading communications and creative for a global AI-enabled software company in the real estate industry. Responsible for corporate, product, executive, employee communications and social media teams, and manage the company's in-house creative and production teams.

In my short tenure, I have:

- Developed a policy PR program supporting (and combating) legislative issues; led policy and influencer tour in Washington, D.C. with General Counsel.
- Established a non-existent PR program and infrastructure.
- Drove and promoted accolades like: Forbes “Best Employers 2024” and Newsweek “Best Workplace for Women.”
- Connected and drove a proactive PR campaign, “The Real Story” debunking the false narrative associated with RealPage’s antitrust litigation.
- Re-branded and revamped corporate philanthropy program, RealPages Cares and established a strategic partner, Habitat for Humanity.
- Launched company’s first B2B2C campaign and product, LOFT, a resident experience platform.

ChargePoint, August 2021 - September 2022, Vice President, Global Communications

Led global communications for the world’s largest EV (electric vehicle) company. Responsible for corporate, product, executive, employee, international communications and social media teams, and managed multiple PR and policy agencies. Left company to relocate closer to family.

- Managed the communications of two executive hires and one Board of Director hire (former Secretary of Transportation, Elaine Chao).
- Audited existing PR, Policy and Investor Relations agencies globally, and drove a new RFP process to enlist new partner/AOR.
- Hosted the company’s first media event, ChargePoint Day.
- Led communications for major announcements such as Starbucks and Volvo, and supported electric mobility / infrastructure news with The White House.
- Created new corporate narrative and other infrastructure like exec media training.
- Drove media placements with NBC Nightly News, CNBC, Protocol, The Verge and more.
- Elevated the profile of ChargePoint’s CEO by securing key speaking opportunities at Reuters Momentum and on CNBC (past three quarters around earnings).

Spatial, Inc, December 2019 - August, 2021, Chief Marketing Officer & Storyteller

Employee #20 at Silicon Valley-based immersive audio company leading marketing and communications. Responsible for developing visual and brand identity, developing marketing and communications strategy and building influencer programs. Hired by founders and former executives from Apple and Nest to launch / brand the company.

Dolby, October 2014 - August 2019, Vice President, Global Communications

Led global communications for Dolby, a leader in sound and imaging technology. Oversaw product, executive, financial, international employee and Dolby family communications, and worked with key partners such as the Academy of Motion Picture Arts & Science for major events like the Oscars hosted at the Dolby Theatre.

- Placed key company feature stories on CNBC and CBS This Morning, and secured 2018 “Best of” coverage in Fast Company, Mashable, CNET, CNN and other key outlets.
- Launched its 50th Anniversary, a new HQ move in San Francisco with (then) Mayor Ed Lee and Dolby Cinema, Dolby Vision, Dolby Voice, Dolby Dimension and Dolby Music.
- Managed ribbon cutting event with the Dolby family honoring the opening of the Ray Dolby Gateway to Culture exhibit at the Smithsonian Museum.

- Managed a diverse team in the US, EMEA and Asia and a global PR agency, H&K.
- Founded / led WE, Dolby's Women's Empowerment network employee group.

Apple, May 2007 – September 2014, Senior Public Relations Manager

Recruited by Apple from AT&T to launch the original iPhone, and many generations following. Worked with key wireless carriers developing global launch events from San Francisco to Berlin to Paris to Sydney. Also led launch of the world's first App Store, following iPhone's entrance.

- Developed new global role and managed momentum and consumer activities across all Apple products in the US, Europe, Asia, Latin America and Canada.
- Lead weekly momentum meetings across all global PR teams driving momentum PR strategy and bringing in relevant industry and guest speakers.
- Managed major consumer initiatives and product campaigns with national shows including: Oprah, The Ellen Show, Good Morning America, The Today Show, and more.
- Created and delivered a weekly momentum report to Tim Cook (and previously Steve Jobs) highlighting momentum strategy and coverage.

AT&T / Cingular Wireless (AT&T acquired Cingular Wireless in 2004), May 2002 – April 2007 Director of PR for Voice & Data Products and National Sponsorships

Responsible for voice and data communications launching over 40 wireless devices annually, and supported sponsorships with American Idol, Final Four, Fashion Week and more.

- Joined the communications acquisition team (deal valued at \$41 billion), and led broadcast comms with the CEO.
- Managed PR agencies: Ketchum, Fleishman Hillard and GCI.

Other Relevant Experience & Education:

- Ogilvy PR / Alexander Ogilvy, Account Director, 1997 – 1998 & 1999 – May 2002
- McRae Communications, Senior Account Executive, September 1998 – September 1999
- John Harland Company, Communications Specialist, June 1995 - April 1997
- Norcross First UMC, Communications Specialist, October 1994 – June 1995
- Graduated BS, Communications degree from Georgia Southern University in 1994

Professional Attributes:

- 2023 - Present, Make-A-Wish Foundation volunteer (Atlanta)
- 2020 - 2023 - Marketing Comms lead and volunteer, Fripp Island Sea Rescue
- 2020 - Book credit for photography, *10 Steps to Being Recruited to Play College Soccer*
- 2017 - Named one of "Most Influential Woman in San Francisco" by *SF Business Times*
- 2016 - 2019 - Exclusively invited; joined Brand 50, a World 50 marketing community
- 2015 - 2019 - Exclusively invited; joined AWE, Advancing Women Executives
- 1996 - 1997 & 2013 - 2015, PR Board Advisor, Make-A-Wish Foundation (Atlanta & SF)