

# JENNIFER JACOBS BOWCOCK

*Chief Storyteller*

## PROFESSIONAL SUMMARY

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Chief Storyteller with decades of global communications leadership, driving high-impact product launches, public affairs, and reputation management for brands including Apple, Dolby, AT&T, Ogilvy and RealPage. Proven track record in shaping policy conversations, orchestrating major event keynotes, and securing top-tier media placements to elevate brand visibility and credibility. Skilled at building integrated communications frameworks and leading cross-functional global teams. Former CMO, SVP communications and two-time VP global communications leader.

## EMPLOYMENT HISTORY

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### SENIOR VICE PRESIDENT, COMMUNICATIONS & CREATIVE Aug 2023 - Mar 2026

*RealPage (SaaS/proptech, \$2b revenue, 8k employees, PE backed by Thoma Bravo)*

- ◆ Lead PR strategies addressing legislative issues with measurable influence in Washington, D.C. Regularly meeting with policymakers and staffers to shape housing legislation.
- ◆ Built a comprehensive PR framework, enhancing corporate visibility and reputation.
- ◆ Successfully launched Agentic AI PR campaign at company's largest event, RealWorld; developed launch keynote moment with technology luminary David Pogue and executives from RealPage and Open AI.
- ◆ Drove successful awards strategy, earning multiple company recognitions in *Forbes* and *Newsweek*.
- ◆ Developed a PR campaign, *The Real Story*, correcting misconceptions in antitrust litigation, achieving significant clarity.
- ◆ Rebranded corporate philanthropy program, *RealPage Cares*, forging strategic alliances with Habitat for Humanity.
- ◆ Successfully launched RealPage's first consumer product, LOFT, a resident solution platform driving PR and social media interest.
- ◆ Implemented a data-driven approach to PR campaigns, utilizing analytics to refine messaging and achieve substantial engagement growth.
- ◆ Fostered partnerships with key influencers, amplifying campaign reach and strengthening community ties, leading to noticeable support for initiatives.
- ◆ Enhanced social media program to include global platforms, social media influencers and growth of existing channels. Currently managing 14 social media pages across 3 countries.

### VICE PRESIDENT, GLOBAL COMMUNICATIONS Aug 2021 - Sep 2022

*ChargePoint (world's largest EV charging company, 2k employees, publicly traded NYSE)*

- ◆ Managed executive and board communications, enhancing leadership visibility and strategic direction.
- ◆ Audited and restructured global PR and investor relations, improving partner alignment and efficiency.
- ◆ Hosted ChargePoint Day, boosting brand recognition and media engagement.
- ◆ Led major announcements with Starbucks and Volvo, enhancing corporate partnerships and public relations.
- ◆ Developed corporate narrative and media training, strengthening executive communication skills.
- ◆ Developed a compelling corporate narrative and executive media training program, fostering a stronger public image and communication skills.

### CHIEF MARKETING OFFICER & STORYTELLER Dec 2019 - Aug 2021

*Spatial, Inc. (immersive audio startup backed by DBL Partners)*

- ◆ Hired as employee #20 by former Apple and Nest executives to help form new spatial audio startup.
- ◆ Developed marketing strategy and brand identity.
- ◆ Implemented a comprehensive marketing strategy, driving engagement through targeted campaigns and establishing a solid influencer network.
- ◆ Hosted successful media day at launch and secured "big board" recognition in Times Square.

### VICE PRESIDENT, GLOBAL COMMUNICATIONS Oct 2014 - Aug 2019

*Dolby (audio entertainment technology, \$3b revenue, 2k employees, publicly traded NYSE)*

- ◆ Secured major media placements, enhancing Dolby's brand visibility globally.
- ◆ Led successful launches of Dolby's 50th Anniversary, new HQ, Hollywood Walk of Fame star honor and over 50 events at The Dolby Theatre driving significant public engagement.
- ◆ Coordinated a high-profile Smithsonian event in Washington, D.C. with the Dolby family, honoring the history of audio. Museum showcase is shared with Apple.

- ◆ Oversaw global in-house and agency teams (50) across Europe and Asia, ensuring strategic communication alignment.
- ◆ Established Dolby's Women's Empowerment network, fostering an inclusive workplace.
- ◆ Successfully launched six new lines of business while at Dolby.

#### SENIOR PUBLIC RELATIONS MANAGER

May 2007 - Sep 2014

*Apple (world's largest consumer technology company, \$400b revenue, 150k+ employees, publicly traded NASDAQ)*

- ◆ Recruited to join original iPhone team; managed iPhone PR for the first four generations and launched original App Store.
- ◆ Directed global PR strategies, enhancing product visibility across five continents.
- ◆ Worked with high profile leadership team including Steve Jobs, Tim Cook, Eddy Cue, Phil Schiller and Greg Joswiak.
- ◆ Facilitated weekly strategy sessions, integrating industry insights for improved PR outcomes.
- ◆ Orchestrated consumer campaigns with top national shows, boosting brand recognition.
- ◆ Reported momentum strategies to executives, ensuring alignment with corporate goals.

#### DIRECTOR OF PR FOR VOICE & DATA PRODUCTS AND NATIONAL SPONSORSHIPS

May 2002 - Apr 2007

*AT&T (telecom technology, \$1b revenue, 10k employees, publicly traded NYSE)*

- ◆ Worked closely with AT&T CEO on executive communications.
- ◆ Launched 40+ wireless devices annually, enhancing voice and data communication offerings.
- ◆ Led \$41B acquisition broadcast communications with CEO, ensuring seamless integration.
- ◆ Managed top PR agencies, driving effective national sponsorships with major events.
- ◆ Managed strategic partnerships with major events like American Idol, NASCAR, Final Four, Fashion Week, significantly boosting brand recognition and audience reach.

#### ACCOUNT DIRECTOR

1997 - 2002

*Ogilvy PR / Alexander Ogilvy*

### EDUCATION

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#### BS, COMMUNICATIONS

1994

*Georgia Southern University*

### ADDITIONAL INFORMATION

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#### PROFESSIONAL ATTRIBUTES

- ◆ 2025 - Honored by Ragan as one of the *Top Women in Communications*
- ◆ 2025 - Invited and joined University of Georgia and Grady College of Journalism Crisis Communications Think Tank and serve as a Board Advisor
- ◆ 2023 - 2025, Make-A-Wish Foundation volunteer (Atlanta)
- ◆ 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)