# David E. Seldin

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**Leadership ❖ Operational Management ❖ Strategy**

**Career Highlights:**

**√ Entrepreneur:** Founded and launched thriving start-up business in challenging environment, driving all functions including marketing and business development, operations and HR, administrative matters, and more.

**√ Executive Counsel:** Guided senior executives on critical business issues; Frequently advised Fortune 500 CEO’s and other senior executives of leading corporations; Presidents of major universities, and senior elected officials on strategy and tactical approaches to drive success in multiple venues.

**√ Strategic Leader**: Led planning and execution around key initiatives and issues at major University. As partner in global consulting firm, spearheaded strategic planning for managing key issues such as mergers and acquisitions, major crises, and litigation.

**√ Crisis Manager**: Managed key elements of crisis response across higher education, corporate, and government environments.

**Career Progression:**

**Seldin holdings, inc./No-H20** Pittsburgh, PA

**Founder and CEO** 2022-present

**Launched first-in-market environmentally-friendly local auto services business, achieving break-even operations within nine months of opening.**

* Successfully introduced new service – waterless mobile car detailing – to Pittsburgh market, leading all aspects of business, including marketing, business development, operations, HR, and finance.
* Built profitable partnerships with leading local businesses to provide on-site services.
* Managed active online marketing campaigns on multiple platforms.
* Hired and supervised staff, managed vendor relationships, and created operating systems.

**University of Pittsburgh** Pittsburgh, PA **Assistant Vice chancellor, Communications** 2019-2022

**Lead media relations, content development, issues management and social media functions for major public university, achieving improved media coverage and expanding readership and story volume for key publications**

* Managed communications strategy for complex high-profile issues and projects to advance and protect institutional reputation and support key leadership priorities
* Restructured and restaffed communications organization to focus on proactive storytelling, rapid response, and strategic planning
* Revamped primary University storytelling vehicle to better match needs of multiple stakeholders and audiences

**David E. Seldin P. 2/2**

**Brunswick Group** Washington, DC

**Partner**  2014 –2019

**Director**  2008 – 2013

**Co-lead of global healthcare practice with clients and practitioners in U.S., Europe, and Asia**

* Led multiple engagements advising clients across healthcare sector ranging from multinationals to start-ups, trade associations, NGOs and research institutions on critical communications matters
* Advised senior executives on diverse matters including corporate reputation campaigns, issues and crisis management, litigation communications, M&A, and public affairs
* Successfully generated new business opportunities and won competitive pitches for significant accounts
* Effectively led DC communications and stakeholder engagement programs around several major corporate acquisitions

**Blue Shield of California** San Francisco, CA  
 **Director of Corporate Communications** 2006 - 2008

**Supervised all proactive and reactive media relations efforts for major statewide health plan with $7.5B in revenue, 4,500 employees and 3.2MM members**

* Served as spokesperson on issues ranging from pending litigation, regulatory disputes and public policy, to product and service announcements, to protect corporate reputation and advance healthcare mission
* Developed corporate messaging on key issues, while managing creation of annual report and other positioning documents

## PRIOR EXPERIENCE

* Director of Communications and Marketing, NARAL Pro-Choice America
* Senior Vice President, Robinson, Lerer and Montgomery
* Communications Director, Senator Ron Wyden
* Campaign Communications Director, Levin for Senate
* Campaign Press Secretary, Glendenning for Governor
* Press Assistant, The White House

## Education:

The Johns Hopkins University

Graduate Study Coursework in Non-Fiction Writing

Colgate University

B.A. in Philosophy