

TERRY BREEN

Writer/Editor/Business Communication Consultant

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Experience summary

- Journalist/editor/communication consultant since 1974
- Internal communication consultant: main client since 1998 has been BP
- Experience as business magazine journalist and editor; corporate communication director; college-level writing instructor; and contributing writer for a variety of publications
- Instructor and coach in business writing and communication skills

Education

- M.S., Journalism, Northwestern University, Medill School of Journalism
- B.A., English, Case Western Reserve University (magna cum laude)
- Music studies (piano, guitar, and songwriting), Old Town School of Folk Music, Chicago

Detail on key positions

2016 to present (2021): Adjunct Professor, Northwestern University, Evanston, Ill. Work has focused on teaching business communication. Current focus is the Master of Project Management program, which prepares individuals for leadership roles in the construction, operation, and management of major civil and environmental engineering projects. Have also taught in the Northwestern Design Thinking and Communication program, for freshman engineering students.

1998 to present (2018): Internal Communication Consultant, BP Corporation, Chicago. Have held a variety of internal communication roles. Since 2014, main focus BP America's Olympics/Paralympics sponsorship program and employee information for BP refineries. From 2006 to 2014, main role was website developer and content provider (focused on writing, editing, photography, and music composition) for an intranet network serving BP employees in North America. Before 2006, directed communications strategies and tactics for Information Technology projects. Have contributed articles and photography to BP's international publications, including *Horizon* magazine (for employees) and *BP Magazine* (for stockholders) and have been a consultant to BP's U.S. Press Office. Overall, have written on telecommunications; retail and desktop software; high-tech business tools; employee motivation; and employee relations. Have coached BP managers in communication skills. Won special recognition for work on Project Millennium, a corporate Y2K program.

1993-1998: Senior Editor, Dartnell Corporation, Chicago. Edited, managed, and wrote for five training newsletters for sales and marketing professionals. Developed and launched a new publication on sales technology and won an "Apex Award" for newsletter editing excellence.

1980-1993: Editorial roles (from Senior Editor to Managing Editor) with three lodging magazines: *Hotel and Motel Management, Lodging Hospitality, and Hotels.* Was an expert in hotel construction, legal matters, and lodging technology, and managed a Chicago news bureau.

1977-1980: Managing Editor, *Modern Railroads* magazine, Cahners Publishing, Chicago. Managed a staff of both in-house and freelance writers, as well as wrote articles and shot photos. Won a business publication award (the "Neal Award") for business magazine editing excellence. Made industry news and information presentations to large audiences at industry conferences.

Related experience

- **Contributing writer** to Amtrak website, *Northwestern* magazine, *Restaurant Hospitality*, *Cleveland* magazine, the *Chicago Tribune*, and many other publications and websites
- **Public speaker** addressing business groups on communication skills
- **Singer-songwriter/composer/playwright** (recipient of a National Public Radio songwriting award, creator of musicals *Romance Is Such A Funny Thing* and *Harmony Road*)