

# CHRISTOPHER PALM

San Francisco, CA • 650-799-0410 • [chris@palmconsulting.com](mailto:chris@palmconsulting.com) • [linkedin.com/in/cjpalm](https://www.linkedin.com/in/cjpalm)

---

## CORPORATE COMMUNICATIONS EXECUTIVE, Public Sector and Public Policy

*Corporate communications executive driving executive communications, innovation thought leadership and national security policy campaigns to promote the adoption of advanced new technologies within the U.S. government.*

15+ years of experience working to promote the public and private sector adoption of new cyber defense solutions through executive thought leadership campaigns. These campaigns defined the threat landscape confronting U.S. and Allied governments and advocated for policies and technologies addressing these risks. The content bolstered company messaging, executive personalities and policy priorities with research and perspectives from leading D.C. think tank influencers.

Developed and managed an ongoing drumbeat of planned thought leadership byline articles, blogs, videos, speaking opportunities, and social media content to maintain organizational and executive media attention. Prepared and executed issues response plans to enable organizations to insert commentary into breaking national security, public policy, business environment and geopolitical news stories. Promoted solution certification milestones and customer implementation wins. Highlighted these successes and ongoing thought leadership through integrated marketing efforts across multiple channels.

---

### AREAS OF EXPERTISE

Corporate Communications  
Executive Communications  
Public Relations  
Public Policy Communications

U.S. Government Implementations  
Thought Leadership Research/Reports  
Campaign Development/Management  
Corporate Messaging/Content Strategy

Executive Media Training  
Reputation Management  
Corporate Messaging/Strategy  
Competitor Media Analysis

---

### SELECT ACHIEVEMENTS

- Delivered for technology leaders including Entrust, Intel, McAfee, Microsoft, Sun Microsystems, Symantec, Trellix, and VeriSign.
- Spearheaded Office of the CTO Communications, Public Policy Thought Leadership Campaigns, U.S. Public Sector Communications and the Rapid Response Thought Leadership Program for McAfee.
- Managed McAfee CTO thought leadership campaigns promoting the need for new cyber defense strategies and solutions to address Great Power competition in artificial intelligence (AI), machine learning (ML), semiconductors and quantum computing.
- Secured business, policy, public sector, technology and general audience press coverage for technical executives in outlets such as NBC, CNBC, Bloomberg TV, NPR, *Washington Post*, *Politico*, *VentureBeat*, *Government Technology*, *FCW*, *Defense Daily*, *C4ISRNET*, *Fedscoop* and *Scientific American*.

---

### CAREER HISTORY

Trellix | San Francisco, CA | 2022

**Director – Corporate Communications, Reputation Management and Public Affairs**

Lead public sector, public policy, and corporate reputation management communications for the \$3.2B extended detection and response (XDR) solutions providers formed by the 2022 merger of McAfee Enterprise and FireEye.

*Key Projects & Achievements:*

- **Public Sector Campaigns:** Developed and launched two public policy PR campaigns securing press coverage and speaking opportunities for Trellix’s CEO, public sector business leaders and cyber threat researchers.
  - Cyber Readiness Report gauged the progress of U.S. federal agencies toward the goals of the Biden Administration’s Cybersecurity Executive Order, as well as the adoption of similar policies and technology implementations among state, local and tribal governments, and critical infrastructure providers.
  - Global Threat Actors Report assessed the prevalence of nation-state cyber-attacks on U.S. and Allied public and private sectors.
- **Crisis & Issues Response:** Established guidelines and specific processes for the types of company responses the organization should provide to internal and external audiences.

# CHRISTOPHER PALM

San Francisco, CA • 650-799-0410 • [chris@palmconsulting.com](mailto:chris@palmconsulting.com) • [linkedin.com/in/cjpalm](https://www.linkedin.com/in/cjpalm)

---

## McAfee LLC | Santa Clara, CA | 2013 to 2022

### Director – Corporate Communications, Office of the CTO, U.S. Public Sector

Drove corporate thought leadership campaigns for McAfee's Office of the CTO, McAfee Labs, and public sector business, promoting brand awareness and supporting solution marketing efforts. Managed McAfee communications for the U.S. public sector business, including traditional media relations, social media and executive speaking opportunities. This included announcements of product launches, milestones (FedRAMP, DoD IL, DIU pilots), partnerships, customer wins and public policy perspectives on Obama and Biden Administration technology initiatives.

#### Key Projects & Achievements:

- **Executive Communications:** Developed and executed thought leadership campaigns highlighting McAfee technical expertise and proposing public policy initiatives and McAfee cybersecurity solutions.
  - Advocated for the adoption of advanced cyber defenses and the necessity of U.S. and Allied leadership in AI, ML, semiconductors and quantum computing through CTO speaking engagements, media relations and thought leadership articles in publications such as *VentureBeat*, *Scientific American* and National Defense University's *PRISM Magazine*.
  - Provided media training, thought leadership content strategy and message development for McAfee's CIO, CPO, technical strategists, McAfee Labs researchers and other senior spokespeople across a variety of topic areas, including:
    - U.S. government policies improving national cyber readiness,
    - Cyber-attack campaign trends targeting critical public and private sector assets,
    - U.S. national security implications of great power AI and quantum computing competition for public and private sector cybersecurity.
- **Economic Impact of Cybercrime Campaign, 2018/2020:** Drove campaigns using think tank analysis and commissioned surveys to focus attention on the economic impact of cyber-attacks to the U.S. and world economies.
  - Enabled differentiating press coverage in business broadcast media outlets (CNBC, Bloomberg TV, Fox Business) and across public policy, cybersecurity, industry, and business press print coverage.
- **U.S. Election Security Campaign, 2020:** Assessed election websites for state and local elections during the 2020 U.S. presidential election to highlight potential schemes of malicious behavior and establish McAfee as an election security thought leader.
  - Secured national press coverage in print, radio, 30+ local TV broadcast affiliates, including notable press hits in *The Washington Post*, *Politico*, *The Hill*, *Government Technology*, and cybersecurity industry trades.
- **Rapid Response Thought Leadership Program:** Following Intel's acquisition of McAfee, developed a rapid response program to regain corporate press coverage. This resulted in monthly appearances of McAfee's executives and threat researchers on major broadcast stations (NBC, CNBC, Fox Business, Bloomberg TV, and NPR).

## Palm Consulting | San Francisco, CA | 2011 to 2013

### Corporate Communications Consultant

Provided clients including McAfee LLC corporate communications consulting services including executive communications and thought leadership content creation, messaging platform development, issues management, contingency planning, and competitive coverage analysis on executive and corporate transitions, crises, and financial news.

## Weber Shandwick Worldwide | San Francisco, CA | 2006 to 2011

### Account Director – Technology Practice: Cybersecurity & Digital Policy Groups

Led public relations programs and projects for a \$1M portfolio of North American clients within the cybersecurity, online identity, and enterprise software industries. Managed \$900K global extended account engagements in EMEA and APAC.

#### Key Projects & Achievements:

- Coordinated issues management and executive thought leadership efforts for clients, including responses to technology vulnerability claims and industry cyber events.
- Managed corporate and competitive messaging projects and programs for VeriSign, Symantec Authentication, and Network Appliance
- Directed the launch of product lines including the BEA AquaLogic, Capgemini Google Applications Microsoft Identity, VeriSign Extended Validation (EV) SSL Certificates, VeriSign Identity and Authentication Services, and VeriSign Fraud Detection Services.

# CHRISTOPHER PALM

San Francisco, CA • 650-799-0410 • [chris@palmconsulting.com](mailto:chris@palmconsulting.com) • [linkedin.com/in/cjpalm](https://www.linkedin.com/in/cjpalm)

---

## **Additional Experience:**

Director (Corporate Communications), LignUp Corporation

Group Manager (Business Development & Channel Field Programs), Entrust, Inc.

Public Relations Manager, enCommerce, Inc.

Public Relations Account Executive, Burson-Marsteller

Public Relations Account Executive, Golin Harris/Shandwick

---

## **EDUCATION**

MBA, International Management/Global Marketing

Thunderbird School of International Management | Glendale, AZ

Bachelor of Arts, English Language & Literature

University of Southern California | Los Angeles, CA