

TIMOTHY P. COST

PROFILE

- Experienced business leader with background in marketing, strategy, public policy, capital markets, crisis/issues management, investor relations, government affairs, business development, philanthropy/contributions, brand/corporate communications, customer outreach/retention, mergers/acquisitions, regulatory affairs, corporate social responsibility, reputation management, alliance/advocacy development.
- Deep background in all aspects of fundraising, both as President of corporate foundations and as head of donor-advised fund.
- History of succeeding in shared governance environments: balancing best interests and competing incentives of employees, communities, investors, analysts, Boards, partners, fellow executives, regulators, investor/owners, policy makers, elected officials, government organizations, media, customers, NGOs, advocates and adversaries.
- Senior executive at organizations with worldwide reach and operations; elected as corporate officer (since 1994), member of Executive/Management Committee, and Senior Vice President/Executive Vice President of six corporations.
- Recognized as part of successful senior management teams known for innovation (FORTUNE “Most Innovative Companies”), workplace environment (“Best Places to Work”), inclusion (“Best Places for Women” and “Best Places for Hispanics” and others), progressive management (“Most Improved IR Program”), among others.
- Closely connected to higher education through years of committee/council/Board, as well as through career path that includes clients on dozens of college campuses.
- Trained in handling high-profile, public, on-the-record interactions with media, investors, donors, government officials, partners, stakeholders, NGOs.
- Recognized in 2011 as one of the top business communicators in American corporations (The Holmes Report).
- Experienced at leading complex, global organizations, including those staffed with PhDs and executives with multinational backgrounds in dispersed locations.
- Well briefed on issues/opportunities at Jacksonville University, having been on campus ten times so far in 2012, with seven more multi-day visits scheduled before year-end. Planned: 58 days on campus this year.
- Successfully managed hundred-million-dollar budgets on time and on-target in a fully transparent, public-company environment for more than 20 years.

JACKSONVILLE UNIVERSITY CONNECTION

Post-Graduation

1981-2012

- Selected one of Jacksonville University's “75 Most Distinguished Dolphins”
- Selected Jacksonville University “Distinguished Alumni Award” (2006)
- Member, Jacksonville University Board of Trustees (2009-present)
- Chairman, Jacksonville University “Aspire: 2016” Comprehensive Campaign (2011-present)
- Chairman, Jacksonville University Enrollment and Retention Committee, Board of Trustees (2009-2012)
- Chairman, Jacksonville University Development Committee, Board of Trustees (2012-present)
- Member, Executive Committee, Jacksonville University Board of Trustees (2009-present)
- Member, Athletics Committee, Jacksonville University Board of Trustees (2009-present)

Undergraduate

1977-1981

- Graduate, Magna Cum Laude, Bachelor of Arts, Jacksonville University, 1981
- Selected: Omicron Delta Kappa National Leadership Honor Society
- President's Honor Roll
- Dean's List: all eight semesters
- Resident Assistant for JU Basketball Team
- Four-year letterman, JU Baseball Team
- One of top 10 winningest pitchers in JU Baseball history (.688 career winning percentage)
- Pitched only 9-inning no-hitter in Jacksonville University history (first freshman NCAA appearance, March 1978)

PROFESSIONAL EXPERIENCE

1981-2012

PepsiCo (Purchase, NY and Washington, DC)

2010-current

Executive Vice President/corporate officer/consultant

- Global food and beverage leader with 300,000 employees and worldwide revenues of more than \$60 billion, with 21 products posting sales in excess of \$1 billion each
- Responsible for Global Corporate Affairs: leading efforts “responsible for strengthening and protecting PepsiCo’s corporate reputation and strategically aligning its communications, public policy, foundation, investor relations, global health, agricultural policy and regulatory agendas,” per Indra Nooyi, PepsiCo Chairman and Chief Executive Officer, public announcement, 2010
- Leading the global branding support, communications, policy, government relations for the company, as well as for key brands: Pepsi, Gatorade, Mountain Dew, Lay’s, Fritos, Doritos, Tropicana, Quaker, Aquafina and many more
- Leading the policy discussion regarding PepsiCo products and public health.
- Daily worldwide interactions with investors, analysts, media, employees, elected officials, policy makers, Board of Directors, philanthropic organizations, partners.
- Member, PepsiCo executive committee (company’s 10 top executives), as well as committees overseeing compliance, disclosure, and governance
- Represented the company at major meetings/initiatives: The World Economic Forum (Davos, Switzerland), Clinton Global Initiative, World Health Organization, The White House, TED, the Super Bowl (National Football League sponsorship), Oxfam, United Nations, the New York Stock Exchange, Health and Human Services/Food and Drug Administration, among many others
- Led planning/execution for such projects as company-wide Town Hall meetings, Board meetings, quarterly earnings, Annual Meeting of Shareholders, investor conferences, media events, international state visits
- President of PepsiCo Foundation (corporate contributions/philanthropic organization)

APCO Worldwide (Washington, DC and New York City)

2010

Chairman, Global Health Care

Executive Vice President

- Global consulting firm specializing in branding, crisis management, public affairs and strategic communications
- Senior level position consulting FORTUNE 500 Chief Executive Officers, operating business leaders, and Chief Marketing/Communications Officers at multinational corporations, especially focused in pharmaceuticals, biotechnology, financial services, consumer products
- Senior member, International Advisory Council

Wyeth (Collegeville, PA and Madison, NJ) – now merged with Pfizer

2007-2009

Senior Vice President, Corporate Affairs

- Global pharmaceutical leader with \$22 billion in worldwide revenue and 50,000 employees
- Global responsibility for government affairs, public policy, alliance and advocacy leadership, crisis management, internal and external communications, investor relations, corporate contributions, corporate responsibility
- Engineered major upgrade to business unit/staff functions, integrated internationally, with significantly reduced costs to the company (savings in excess of \$10 million annually)
- Senior executive member of six-person management team that led negotiations/execution to create \$70 billion merger with pharmaceutical company, Pfizer
- Performed senior management integration role between Wyeth and Pfizer during US Government review/approval, successfully placing more than 90% of affected employees in new positions at Pfizer or other corporations

ARAMARK Corporation (Philadelphia, PA) – now privately held

2003-2007

Executive Vice President, Corporate Affairs

- \$20 billion world leader in managed services (food, facilities, support services) with 240,000 employees serving colleges and universities, sports/entertainment, health care and FORTUNE 500 businesses
- Global responsibility for corporate marketing, financial and media relations, government affairs and public policy, employee communications, corporate philanthropy, community relations, political action committee, and marketing communications
- Helped coordinate/lead global “Star Teams” that integrated all selling/service activities across five major business groups, encompassing more than 100,000 employees in the US, increasing revenue and reducing costs
- Led effort to successfully raise ARAMARK to FORTUNE magazine #1 ranking as Most Admired company among all service providers
- Member of the seven-member Management Committee, President’s Council (top 25) and Executive Leadership Council (top 100)
- President, ARAMARK Charitable Foundation
- Senior executive member of 10-person leadership team that led a \$10 billion management-led buy-out, taking company private in 2007

Pharmacia (Bridgewater, NJ) – now merged with Pfizer

2002-2003

Senior Vice President, Corporate Affairs

- The world’s fastest growing global pharmaceutical company with revenues exceeding \$27 billion and 50,000 employees
- Responsible for competitive intelligence, government affairs, public policy, community relations, investor relations, financial and media relations, and communications (sites, internal/external, R&D, human resources)
- President, Pharmacia Charitable Foundation
- Member of team that led discussions resulting in merger with pharmaceutical company, Pfizer, for \$60+ billion at 65% premium to shareholders
- One of two executives selected to lead merger transition teams through final consolidation period of review by US Government

Bristol-Myers Squibb (New York City and Princeton, NJ)

1996-2002

Vice President, Investor Relations and Corporate Intelligence

- Global pharmaceuticals, consumer products leader
- Primary contact for professional investors and Wall Street analysts for more than six years
- Twice named “Most Improved” Investor Relations program in the United States
- Added responsibility for competitive intelligence, linking primary information to company marketing and operational decision making
- Oversaw activities related to capital markets for numerous acquisitions, joint ventures, divestitures/spin-outs, and business unit sales
- Provided leadership, as part of small senior team, during period of 9/11 attacks, from worldwide headquarters in midtown Manhattan

Centocor (Malvern, PA) – now part of Johnson & Johnson

1993-1996

Senior Vice President, Strategic Operations

- US/European biotechnology and medical device company based in monoclonal antibody technology
- Global responsibility for company-wide marketing, business development, human resources, information management, strategic/corporate planning, investor relations, government affairs, public policy, communications
- Member of the seniormost team to make critical decision -- focusing the company’s entire future on two unapproved products in Phase 3 clinical trials (later known as ReoPro and Remicade) -- while dramatically restricting the balance of the corporation. Each product went on to achieve sales well in excess of \$1 billion, treating cardiovascular disease and rheumatoid arthritis
- Part of five-person senior management team that led Centocor from start-up status to biotechnology leadership, later sold to Johnson & Johnson in one of the largest biotech acquisition deals in history
- Built, from scratch, the company’s capability in Corporate Affairs, Government Affairs, Public Policy, and its Political Action Committee

Eastman Kodak Company (Rochester, NY)

1981-1993

Director, Investor Relations ('90-'93)

Director, Strategic Planning, Worldwide Operations ('88-'90)

- The (then) world leader in photography and imaging technologies
- Advanced through a series of positions (eight in 10 years) in Finance, Manufacturing, Marketing, Strategic Planning, Investor Relations, Information Technology.
- Developed strategic planning for the siting, staffing, distribution and manufacturing for photographic film and paper worldwide at a time of market share in excess of 80%
- Managed relationships with Wall Street during changes in senior leadership (CEO and CFO), major acquisitions (pharmaceuticals) and divestitures (chemicals)

EDUCATION

University of Rochester (Rochester, NY)

1990

- William E. Simon Graduate School of Business
- Masters of Business Administration (MBA)
- Finance and Economics

Jacksonville University (Jacksonville, FL)

1981

- Bachelor of Arts
- Magna Cum Laude

COMMUNITY/CIVIC ACTIVITIES and MEMBERSHIPS: past/present

- Co-Chairman, Franklin Caucus (business leaders dedicated to positive community involvement and economic development)
- Co-Chairman, Philadelphia Leadership Exchange (75 public and private sector senior leaders sharing best ideas among major geographic regions)
- Board member: Pennsylvania Economy League
- Board member: Students in Free Enterprise
- Member: CEO Council for Growth
- Member: SELECT Great Philadelphia
- The Greater Philadelphia Chamber of Commerce
- Philadelphia 2016 (Olympic organizing effort)
- Chester County Chamber of Commerce
- Community Volunteers in Medicine (CVIM): Pillar Award recipient for philanthropy, leadership and service (providing health care to workers in need)
- Chairman of the Board, National Investor Relations Institute, Washington, DC - (and of the Executive and Nominating Committees)
- Chairman, Silver Anniversary Investor Conference, NIRI (featuring keynoters, and Cost invitees, Steve Forbes, Michael Bloomberg, Peter Lynch)
- Charter member, Senior IR Roundtable
- Investor Relations Association
- The Conference Board (Global IR Council)
- Corporate Strategy Board
- Financial Executives Institute
- Calloway School of Business Board of Advisors (Wake Forest University)
- President, Men's Soccer Booster Club (Pennsylvania State University)
- Alumni Association (University of Rochester, William E. Simon Graduate School of Business)
- Board of Directors, Melmark Annual Fundraising initiative (serving developmentally disabled children and adults)
- Member, Association of Governing Boards of Universities and Colleges

PERSONAL

- Wife, Stephanie, married 30 years
- Daughter, Melanie, 26, consultant, Washington, DC
- Son, Drew, 23, professional soccer player, New York