

Resume: Martin McIntosh



Martin McIntosh

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Summary

Martin McIntosh is the Vice President of New Business and Operations. Joining Communications LAB in 2017, Martin brings over 25 years of experience in industries as varied as solid waste, water and transportation. Martin specializes in facilitating grassroots outreach briefing and meetings. McIntosh's research and analysis expertise, along with his understanding of key technical issues, allows the team to effectively execute communication and outreach strategies.

Education

Associate of Arts, Business
Administration
Fullerton College, CA

Areas of Expertise

Translate Technical Information for
Public Outreach Campaign
Facilitate Outreach Briefings
Grassroots Mobilization to include
Geo-Mapping Results
Expertise in Research and Analysis
Stakeholder Database Management
Systems
Message
Development
Grassroots Mobilization

Vice President, Association Management, Communications LAB

Orange, CA
2017 - Present

Provide project management for multiple clients, including:

- El Toro Water District – Recycled Water Expansion Project; Water Conservation and Water Supply Program
- San Bernardino County Transportation Authority – Redlands Passenger Rail Project
- Orange County Transportation Authority – I-5 South County Improvement Project
- City of Tustin – Water Department, Communications and Community Outreach Project Management

Tactics, Skills, Program Implementation

- Strategic planning and timeline development
- Metric Measurements
- Community Outreach (Political Briefings, School Outreach, Speakers Bureau, etc.)
- Video Production
- Media Relations
- Crisis Communications Planning
- Social Media development
- Online Outreach

Vice President, Thomas Communications Group, LLC

Mission Viejo, CA
2001 - 2017

Responsible for the management of day-to-day operations of the firm's client base. Provided project management for multiple clients, including:

- El Toro Water District – Water Conservation and Water Supply Program
- Santa Margarita Water District – Upper Oso Reservoir Outreach
- Trabuco Canyon Water District
- Transportation Corridor Agencies – Foothill South SR-241 – Grassroots Outreach
- City of Rancho Santa Margarita – Communications and Public Relations support
- Orange County Transportation Authority – I-5 South County Improvement Project
- ◇ Developed and implemented communications strategies, including managing graphic design and printing of collateral materials.
- ◇ Coordinated grassroots mobilization and community relations, including representing clients at community meetings and events and managing client databases.
- ◇ Served as technical advisor for presentations, database management and real-time mapping.