

JACQUELINE M. KOCH

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PROFESSIONAL PROFILE

I am an independent communications consultant who has synthesized a journalism background with more than 10 years of experience raising the visibility and profile of international and national clients in the humanitarian, global health and development sectors. I bring together the skills to develop compelling multi-media content with a proven track record in international press relations, strategic communications, partner collaboration and campaign and fundraising support. I have a well-rounded background that has allowed me to step into diverse roles and client projects to cover an array of international policy issues, ranging from global health to energy and environmental security.

EXPERIENCE AND CLIENTS

- **J/P Haitian Relief Organization | 2012 – 2014:** Director of Communications
I led the strategic development and growth of the Communications Department for the relief organization founded by actor Sean Penn in the wake of the 2010 Haiti earthquake. Working closely with Mr. Penn's publicist and answering directly to the executive director, I oversaw a team of five, both in Port-au-Prince and LA. I was responsible for the long-term, comprehensive planning and implementation of communications initiatives as the organization transitioned from emergency response to the reconstruction phase. I designed and implemented workflow systems and processes to strengthen the department, expand team capacity, enhance the quality of multi-media content and ensure a robust social media presence. I identified collaborative opportunities with partners and donors to expand the impact and reach of communications outputs. I directed the effort to raise J/P HRO's visibility among local media and oversaw the asset development for multiple fundraising events, including a crowd funding campaign that raised over \$300,000 at the 2013 NYC Marathon.
- **The Pacific Health Summit | 2009 – 2012:** Senior Media Relations Coordinator—Consultant
As the point of contact for communications teams from leading international foundations, research institutions and UN agencies, I was responsible for all media-related activities for this annual, high-level, invitation-only, global health event, which is held in London and Seattle. I played an integral role in researching delegates from across sectors and regions; facilitated meetings for Summit delegates and top-tier international press representatives; and led the development and coordination for expert panel discussions and media roundtables. Initiating the effort to have broader media representation from developing and BRICS countries to broaden the discussion, I successfully provided inspired and promising journalists access to key global health leaders for their reporting. I authored the summary report for the 2009-2012 Summits, focusing on critical global health topics such as MDR-TB, vaccines, maternal and newborn health and low-cost health innovations.
- **Fred Hutchinson Cancer Research Center | May 2011– Jan 2012:** Media Relations Coordinator—Consultant
I developed and led the media plan for the launch of a USAID-funded cancer care, training and research center, to be based in Kampala, Uganda. Coordinating with international partners—the Uganda Cancer Institute and Fred Hutchinson Cancer Research Center—alongside the Uganda Ministry of Health and local media development organizations, I facilitated broad international, regional and national media coverage of a significant health challenge: the global cancer divide and the impact of infectious disease-related cancer in Africa.
- **Merlin UK | November 2005 – December 2010:** Emergency Response/Field Communications Officer—Consultant
To support the deployment of Merlin's emergency medical relief team as well as established field programs, I served as the point of contact for press requests and developed communications materials for headquarters in London. In the 2010 Pakistan flooding disaster, I established, staffed and managed a communications field office and collaborated with colleagues and partners to identify and message effectively around emerging health crises. I worked in a number of countries, including Myanmar, Kenya, Sri Lanka and Indonesia, and was responsible for directing the transition of the communications field office to national staff as needed.
- **International Center for Journalists | 2005:** Media trainer—Consultant
Through a Knight Foundation grant allocated for the 2004 Asian tsunami, I conducted a media assessment and led training workshops for journalists in Aceh province to foster improved coverage of post-conflict, disaster relief and health care issues.
- **Freelance Journalist and Photojournalist | 1995-2004:** National and international publications
Combining reporting and photo documentary skills, I researched, reported and photographed news and feature articles for diverse publications. In 2000, I was awarded a Pew Fellowship in International Journalism at Johns Hopkins School of Advanced International Studies to cover post-Suharto Indonesia. I've covered an array of subjects including Indonesian military reform, emerging Islamic radical groups and malaria vaccine trials in Mozambique. Clients included Newsweek, Time, The Los Angeles Times, The San Francisco Chronicle, The Sidney Morning Herald, The Seattle Times, The Washington Post and Salon.com and Corbis.

ADDITIONAL CLIENTS AND PARTNERS

CLIENTS

Global Health Workforce Alliance (WHO), Mercy Corps, The World Bank, Islamic Relief, Corbis, and The National Bureau of Asian Research

PARTNERS:

The Wellcome Trust, Bill & Melinda Gates Foundation, The World Bank, Clinton Foundation, American Red Cross, Global Health Strategies, gmmb

PROFESSIONAL DEVELOPMENT

International Humanitarian Law – Harvard Humanitarian Policy and Conflict Research Professional Certificate Course
Pew Fellowship in International Journalism – Johns Hopkins School of Advanced International Studies

AREAS OF SPECIALIZATION

Global health: health system strengthening, MDR-TB, vaccines, maternal and newborn health
Emergency medical response
Diverse media environments and media development
International humanitarian law (IHL)
Post-Suharto Indonesia

LANGUAGES

French (fluent), **Bahasa Indonesia** (conversational), **Spanish** (basic)

EDUCATION

M.A. in Photo Communication, Ohio University
B.S. in Journalism, Ohio University

MAY 1998
JUNE 1989

PROFESSIONAL REFERENCES

- Gary Philoctete Senior Vice President, Haiti Operations, J/P Haitian Relief Organization
- Linda Gainer Principal, Gainer Strategic Communications and former Vice President, External Relations, Fred Hutchinson Cancer Research Center
- Claire Topal Senior Advisor for International Health, NBR, and former Vice President of International Health and Managing Director for the Pacific Health Summit

Contact details provided upon request