



## Director, corporate advisory practice

Alan is a member of H+K Strategies' Austin office where he contributes to the strategic communications needs of numerous clients. Specifically, he focuses on corporate communications (internal and external), reputation management activities as well as CSR-related program development and communications campaigns.

His clients span a number of industries, including automotive, retail, veterinary, financial services, logistics, healthcare, food services, technology and audit industries. From traditional media relations and digital engagement, to content development and storytelling, to influencer strategy and advocacy outreach, he plays a vital role in developing and executing creative programs that align with a company's goals and business objectives to help bolster the company's brand and reputation. He also works across teams to deliver counsel and insight for clients seeking to bolster their CSR efforts, deliver greater impact, and get credit for the work they are doing.

Prior to joining the firm, Alan worked as a Digital Media Strategist at KLRU-TV PBS in Austin where he assisted in strategic planning and business development efforts, and also coordinated community outreach initiatives. Previously, he worked in Los Angeles, California, as a creative executive for Battle Plan Productions, at the time part of the Walt Disney Company, working on various television and film productions. His prior roles include working as an executive coordinator for Spyglass Entertainment and serving as a development assistant and office intern at Atlantic Streamline/Slamdance Entertainment in Santa Monica, California, respectively. Alan attended Biola University in Los Angeles where he graduated magna cum laude with a Bachelor of Arts in communication and a Bachelor of Arts in theatre in 2009. Alan also earned an MBA from St. Edward's University in Austin in 2009.