



Tracy Benson
Founder and CEO, On the Same Page, LLC

On the Same Page (www.on-the-same-page.com) works with the world's leading companies to help leaders, managers and employees get "on the same page" with respect to the business strategy and outcomes. We do this by developing and implementing employee communication and engagement strategies that connect individuals and teams with the organization's vision, strategy, and change initiatives.

We support leaders and managers with the tools, training and coaching to refine the company story so they can engage and inspire their employees. We build and contribute to communication channels that keep everyone aligned, such as web sites, leader blogs and all employee meetings. Finally, we have deep experience – and a personal passion – for aligning and engaging employees during transformational change. Examples include providing support during a merger, integration or spin-off; supporting a global function such as human resources or finance in its transition to shared services; developing a communication function and practices for newly spun-off public companies; or supporting a new leader with a new or refined strategy.

Industry Leader

Tracy is an industry leader helping organizations foster honest relationships and drive toward shared goals through candid and actionable communication. She counsels senior corporate and line executives, provides strategy and execution support to leadership teams and partners with senior communicators to lead their organizations through transformation. Tracy has authored several executive-level books and hundreds of articles for *IndustryWeek* magazine and is a frequent conference and workshop speaker.

Corporate and Consulting Experience

Prior to founding *On the Same Page*, Tracy served as a Senior Consultant and Brand Alignment Leader with Towers Perrin, and prior to that, as Global Leader of Brand Engagement at The Empower Group and Practice Leader for Strategic Communication at Brecker & Merryman. Tracy has also served on the corporate side of the desk, leading global communication and change management teams at American Express and KPMG.

Committed Industry Advocate

An avid mentor and supporter of others in her profession, Tracy served on the Board of Directors for the Communication Leadership Exchange (formerly Council of Communication Management) for over eight years, and is a Past President of that organization. She served the PR Coalition for four years as a founding member, and has served on the Board of Directors for the New York Chapter of the International Association of Business Communicators (IABC).

Frequently Cited for Expertise

Tracy has been featured in and contributed bylined articles to the Harvard Business Review, Industry Week Magazine, Fast Company, AMA Quarterly, MarketWatch Radio, Bloomberg Radio, and The CEO Magazine.

At On the Same Page, our passion is to build relationships in business among leaders, managers and frontline people... to dissolve ambiguity and create clarity, to simplify the complex, to convert challenges into opportunities, and to make strategy come alive... while achieving lasting results.

We partner to identify the business opportunity, applying communication and engagement solutions to deliver performance.

We help our clients succeed – on the job and in their careers – because we meet you where you are.

Current clients include: ARAMARK, ADP, CVS Health, GE, Ingersoll Rand, Murphy USA, Novartis, PepsiCo and Sabre.



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A certified Woman-Owned Business by the Women's Business Enterprise National Council