**Roger's vitaROGER M. FRIEDENSEN, MA, APR**

7808 Harps Mill Rd., Raleigh, N.C. 27615

[rogerfriedensen@gmail.com](mailto:rogerfriedensen@gmail.com) | +1 919.349.3206

I’m a veteran research and marketing communication strategy consultant with 35 years of experience in reputation management, brand leadership, change management, crisis communication and marketing public relations. I have worked in a wide array of verticals across the public and private sectors, including healthcare, life science, biotech, energy, manufacturing, technology, environmental management, finance, economic development and transportation.

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**WORK**

Forge Communications, LLC

Partner and Cofounder (2009-present)

As partner and co-founder of Forge Communications, a research and communication strategy firm, I work one-on-one with clients to tackle their toughest challenges through evidence-based marketing communication and public relations strategies. Using our custom Reputation Design™ process, I’ve helped public- and private-sector clients achieve measurable success and build value in myriad industries. Representative clients include: IBM Watson Health, Atrium Health (Carolinas HealthCare System), the Raleigh-Durham International Airport Authority, the N.C. Healthcare Association (NCHA), Antibody Solutions, WGU North Carolina, Merge eClinicalOS, First Bank, Duke University, Colonial Pipeline, Anua, RS&H, the N.C. Turnpike Authority, UNC Hillel, U.S. Lactation Consultants Association, The Lerner School, and Meredith College.

Epley Associates, Inc. / The Catevo Group

Senior Vice President (2008-2009)

Vice President (1995-2008)

Director, Client Services (1992-1995)

Senior Counselor/Account Manager (1991-92)

Account Manager/Specialist (1985-1991)

Developed and directed strategic communications programs for Fortune 500 companies and others in myriad industries, including life science, financial services, pharmaceutical, economic development, biotechnology, environmental, commercial and residential real estate, insurance, healthcare, telecommunications, waste management, manufacturing, engineering, law, travel, agribusiness, construction, consumer products and energy. Representative clients: BB&T, Community Care of North Carolina, Corning, GE, GSK, the Greater Durham Chamber of Commerce, The IAMS Company, N.C. Insurance News Service, Novo Nordisk, Novozymes, IQVIA (Quintiles), PPD and Waste Industries.

N.C. State University, Department of Communication

Visiting Lecturer (1996-2001, 2004)

University of North Carolina at Chapel Hill, Department of Speech Communications

Instructor & Teaching Assistant (1983-85)

**EDUCATION**

Master of Arts, Speech Communication, University of North Carolina at Chapel Hill (1985)

Thesis: "’Not a Fluke of History, but a President’: Lyndon B. Johnson's ‘Let Us Continue’"

Primary concentrations: Rhetorical theory and criticism, philosophy, small-group and mass communication theory

Smith Grant for Original Research, Lyndon B. Johnson Library, Austin, Texas

Top Debut Paper, 1983 National Convention, Speech Communication Association

Bachelor of Arts, Speech Communication, University of North Carolina at Chapel Hill (1983)

Phi Beta Kappa

National Merit Scholar

1983 National Undergraduate Honors Conference

Member, Attorney General Staff (1982-83)

Freshman and Sophomore Honors Program (1979-81)

R.J. Reynolds High School, Winston-Salem, N.C. (1979)

National Honor Society, Spanish Honor Society, Debate Team

Class Rank: 2/679

**SELECTED HONORS & ACTIVITIES**

Executive Committee, Counselors Academy of the Public Relations Society of America (PRSA)

Steering Committee Member and Counsel, Regional Transportation Alliance

Board of Directors and Ethics Chair, North Carolina Chapter, PRSA

Board of Directors and Executive Committee, Kids Voting/Wake County

President, Raleigh Public Relations Society

Executive Committee, Healthy Mothers, Healthy Babies Coalition of Wake County

Board of Trustees, Temple Beth Or

Secretary, Director and Fundraising Chair, International Festival of Raleigh

Governor's Task Force for the Reduction of Infant Mortality

Tomorrow's Task Force, Greater Raleigh Chamber of Commerce

Future Neighborhoods Resource Group, City of Raleigh

Economic Development Committee, Greater Raleigh Chamber of Commerce

Government Affairs Committee, Greater Raleigh Chamber of Commerce

International Economic Development Committee, Greater Raleigh Chamber of Commerce

First Place, Awards of Excellence, Raleigh Public Relations Society

First Place, Triangle IABC “Compleat Communicator” Awards

Accredited Member, Public Relations Society of America

Professional guitarist and recording artist

**REFERENCES**

Ms. Julie Henry

Senior Director, Member and Grassroots Communication

N.C. Healthcare Association

[jhenry@ncha.org](mailto:jhenry@ncha.org)

Ms. Catherine Truitt

Chancellor

WGU North Carolina

[catherine.truitt@wgu.edu](mailto:ctruitt@wgu.edu)

(919) 345-4199

Mr. Aaron Mazze

CEO

Inveniv, LLC

[Aaron@inveniv.com](mailto:Aaron@inveniv.com)

(919) 757-1040