

Karen Mellott-Foshier

B2B and Technical Communication Capabilities

~25 years of B2B communications experience in technical, manufacturing and scientific industries

With nearly 25 years of experience as a professional communicator in B2B organizations, I became a trusted business partner to translate complex messaging to relatable content for a variety of audiences.

- **16+ years at Uponor (building / construction / manufacturing industry)**
 - [Phyn smart water technology](#) - joint venture with Belkin (brand new technology – an industry-first)
 - Joint venture launch team – communication plan, internal and external communications including social media
 - Product launch team – communication plan, internal and external communications including social media
 - Sample press release I wrote:
 - [Uponor and Belkin International partner to create Phyn — new intelligent water company](#)
 - [Uponor Innovations LCC](#) – a corporate enterprise for identifying emerging markets, new technology and creating new products
 - Communications lead for website design and content, communication plan, media relations/PR and internal and external communications
 - Sample press release I wrote:
 - [Uponor Innovations Now Accepting Applications for Game-changing Ideas](#)
 - Began career at Uponor as a technical and marketing writer; projects requiring B2B and technical expertise included technical manuals, instruction sheets, sell sheets; product data sheets; install guides; product catalogs, specifications, submittals, etc.
 - Founded Uponor's social media platforms, social media strategy and polices and social media team (as an early adopter in 2008/2009)
 - Wrote posts for a variety of audiences with different levels of technical knowledge (homeowners, media, contractors, plumbers, architects, builders, development owners, investors, government officials, community leaders, inspectors, code and standards officials, authority having jurisdiction (AHJ) organizations, etc.
 - Social platforms I managed included:
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
 - Spearheaded Uponor's crisis communications and issue management plan including writing and editing all communications (internal, external and social media), which required technical and legal comprehension.

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- Worked closely with IT when we implemented new technology that would impact and/or benefit our B2B customers and employees; for example:
 - Warehouse management system upgrades
 - Enhanced customer service phone system
 - New backorder reporting system
 - Product allocation status updates
 - Human Resources systems
 - Security system at all facilities
 - Manufacturing expansions
 - Planned manufacturing maintenance shutdowns

- Additional sample press releases I wrote and/or edited:
 - [Uponor's \\$18M expansion provides new jobs in Apple Valley](#)
 - [Uponor invests \\$6.35 million to expand PEX pipe manufacturing](#)
 - [Uponor invests \\$17.4 million to expand PEX pipe manufacturing](#)

- **7+ years at Express Scripts (pharmacy benefit management)**
 - Began career at Diversified Pharmaceutical Services, which was later acquired by Express Scripts, as a senior proposal / technical writer.
 - Required technical expertise to write about all our products, services, networks, automated mail pharmacy technology, etc.
 - Proposal language eventually incorporated into the contractual language so it was imperative all technical information was accurate.

 - Promoted to editorial manager where I was responsible for all internal employee communications and served on the media relations and investor relations communication teams.
 - Screened media calls from USA Today, Wall Street Journal, New York Times, etc. so knowledge of all our products, services and technology was necessary when speaking to the press.
 - As a publicly traded company, accurate information communicated through our investor and press releases about our products, services, technology, etc. was crucial.
 - After merging with another pharmacy benefit management company, I worked closely with our IT project team to communicate our progress in our infrastructure; became adept at communicating a complex process with many moving parts.