



Steve Radick



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Professional Overview

Steve Radick is an award-winning public relations professional with more than seven years experience in providing government clients with strategic communications support. He is an industry-recognized blogger and digital strategist specializing in the integration of social media strategies and tactics into organizational strategies. His blog, "Social Media Strategy," receives more than 2,000 unique views per month and consistently receives a Technorati authority rating of more than 300. Steve was named one of [PRNews' 15 to Watch for in 2009](#) and was a contributing author to the Gov 2.0 book, "[State of the eUnion, Government 2.0 and Onwards](#)." He serves on the Advisory Boards for the [SmartBrief on Social Media](#), [Governingpeople.com](#), and [SMCEDU](#). Steve is also an "Expert Blogger" for [AIIM's Enterprise 2.0 Community](#).

Professional Experience

*Lead Associate, Booz Allen Hamilton
McLean, VA., Oct. 2003-Present*

Since 2003, Mr. Radick has provided strategic communications support to more than 30 different government clients. In 2007, he created and now leads Booz Allen's Digital Strategy & Social Media practice. As the lead for this practice, Mr. Radick leads a team of 12 communications professionals responsible for leading the strategic development and integration of the social media practice across Booz Allen's capability and market teams. Under his leadership, Booz Allen's social media portfolio now totals more than \$5M in annual revenue. As the firm's in-house social media subject matter expert, Mr. Radick led the development of the firm's social media training and reverse mentoring programs and provides strategic counsel to the firm's corporate functions like marketing and communications, legal, and recruiting.

Over the last seven years, Mr. Radick has provided oversight and on-site support to a variety of clients:

- **Navy Chief of Information**

Mr. Radick is the senior advisor to the Navy's Chief of Information (CHINFO) Emerging Media Integration Team, and is responsible for providing oversight and strategic guidance to the Navy's emerging and social media efforts, including the development of the Navy's social media policies, engagement plans, and communications strategies. Mr. Radick's team is also monitoring and supporting all of the Navy's online engagement efforts (<http://www.navy.mil/media/smd.asp>).

- **Military Health System**

Mr. Radick guided the development and management of the implementation of outreach programs and using social media to increase stakeholder engagement and awareness surrounding health promotion and disease prevention campaigns. He provided strategic guidance to MHS' two-time award winning MHS Blog and social media profiles, including video sharing ([YouTube](#)), social bookmarking ([Diigo](#)) and social networking ([Facebook/MySpace](#)). The team also produces [Dot Mil Docs](#), a weekly MHS podcast. Find a complete list of MHS social media connection points at <http://www.health.mil/connect>.

- **San Francisco Municipal Transportation Agency, Central Subway Project**

Mr. Radick led the development and implementation of a comprehensive strategic social media and communications engagement strategy for SFMTA's Central Subway Project, one of the largest transportation infrastructure initiatives in the state of California. He oversaw the development of a social media strategy, online engagement guidelines, platform-specific guidelines, internal process maps and social media analyses to ensure all planning materials integrated into Central Subway's outreach efforts. As a result of the Central Subway's proactive social media efforts, the project's share of online discussion increased from 6.9% to 45% and there was a noticeable shift in online sentiment from negative/neutral to neutral/positive.

- **U.S. Government Classified Client – U.S. Intelligence Community**

Mr. Radick provided internal communications support to a classified agency within the U.S. Intelligence Community. In this role, he guided the development and implementation of the organization's strategic communications plan. He was also the organization's lead Social Media advisor, responsible for ensuring that the organization takes full advantage of all available collaboration tools like blogs, wikis, social bookmarking, and RSS.

- **Booz Allen's hello.bah.com Implementation**

When Booz Allen wanted to develop a more effective way of sharing the firm's collective knowledge and increasing communication and collaboration internally, Mr. Radick was called upon to oversee the development of a change management strategy to increase user adoption of a comprehensive internal collaboration platform (hello.bah.com) for an organization with over 23,000 staff located in more than 100 different offices across the world. He was also one of the primary community managers, responsible for building and maintaining a culture of collaboration and an active and vibrant online community. To date, more than 80% of the firm has logged into Hello, 53% have added content, and more than 4,000 searches are performed on the system every day. Hello.bah.com was also honored with the [2009 Open Enterprise Innovation Award](#).

- **Defense Finance and Accounting Service (DFAS) Transformation**

Mr. Radick helped stand up the DFAS Transformation Program Management Office (PMO) and led the change communications activities to both internal and external stakeholders. Mr. Radick was an integral member of the PMO, providing day-to-day support to the Director of Transformation and building the change communications strategy.

- **Office of the Secretary of Defense Unified Exchange Task Force (UETF)**

Mr. Radick provided on-site strategic communications support to an organization responsible for optimizing the operations of the military exchange system. He was the primary media relations specialist for the Task Force, responsible for developing and maintaining relationships with multiple military and retail reporters, editors, and communications directors for newspapers, trade magazines, television stations, websites. In this capacity, Mr. Radick coordinated all interviews, media inquiries, and follow up. As a result of this media outreach, the client received positive media coverage in both trade publications and traditional national media like CNN, the Dallas Morning News, and the Associated Press.

Awards and Honors

- Named one of PRNews 15-to-Watch, 2009
- Co-founder Social Media Education Connection, 2009
- Named to the SmartBrief on Social Media Advisory Board, 2009
- Named to the Board of Editors for Governing People, 2009
- Booz Allen Values in Practice Award (highest individual award given by Booz Allen), 2009

Professional Speaking

- Speaker, National Small Business Conference & Expo, "Expand Your Business with Cutting Edge Web 2.0 Technology," Las Vegas, Nevada, July 2010
- Keynote Speaker, University of Southern Indiana, "Stop Making Pitches and Start Having Conversations" Evansville, Indiana, March 2010
- Speaker, Intelligence Science Board, "What is Social Software and Why is it Important?" McLean, VA, January 2010
- Speaker, Transportation Research Board Annual Meeting, "Integrating Social Media into Communication and PI Strategies" Washington, DC, January 2010
- Speaker, U.S. European Command Public Affairs Conference, "From Buzzwords to Business" Stuttgart, Germany, December 2009
- Speaker, All Services Social Media Council, "Has Social Media Really Changed the Way We Communicate?" Washington, DC, December 2009
- Panelist, Public Relations Society of America (PRSA) International Conference, "The Future of Public Relations" San Diego, CA, November 2009
- Speaker, Society for New Communications Research (SNCR) NewComm Forum, "Jump on the Gov 2.0 Cluetrain or Get Hit by It" San Francisco, CA, April 2009
- Speaker, Advanced Learning Institute's Social Media for Government Conference, "Blogging 101" Washington, DC, December 2008

Publications

- Guest Columnist, Mashable.com, "[How Social Media is Changing the Way Government Does Business](#)"
- Creator and author of Social Media Strategy, a top-ranked blog on communications and government
- Contributing author, "[State of the eUnion, Government 2.0 and Onwards](#)" 2009

Education

- Bachelor of Arts in Communications, Bethany College, Bethany, WV, May 2003
- AIIM Enterprise 2.0 Practitioner Certificate
- PROSCI Change Management Practitioner