

Michael Noonan

630-779-0351 | mike@mikenoonan.com | www.linkedin.com/in/themikenoonan | www.MikeNoonan.com

Corporate Communications & Public Relations | Executive Communications | Media Relations | Brand Narrative/Voice Manager | Reputational Risk Mitigator | Strategic Storytelling | AI Communications

Communications leader with 18+ years building and running integrated communications functions across media, technology, and commercial real estate, among others.

- At Google, played a key role in building and scaling a multi-city, multi-country content & communications team that served global product organizations, including Google Pay.
 - For CenterPoint Properties, architected the company's entire communications function from the ground up — owning media and public relations, executive visibility, brand reputation, internal engagement, and content strategy for a \$15 billion national industrial firm wholly owned by the nation's largest public pension fund, CalPERS.
 - Trusted communications counsel to executive leadership; calm, decisive, and strategic in high-stakes and crisis situations.
-

Professional Experience

Communications Manager

CenterPoint Properties, Oak Brook, IL, Apr 2020 – Present

Built CenterPoint Properties' corporate communications function from the ground up, establishing enterprise strategy, executive communications, media relations, crisis communications, internal communications, and brand governance for a \$15B national real estate company.

- Architect and owner of company's annual communications strategy and planning, aligning all external and internal programs to business objectives set by the C-suite.
- Collaborator with EVPs and senior leadership on media positioning, public narrative, reputational risk, and crisis preparedness, and speaking talking points. Proactive media strategies have resulted in more than 50 earned media placements, strengthening executive visibility and positioning them as trusted industry voices.
- Builder of ground-up social strategy that has organically grown LinkedIn audience 300% and boosted channel engagement 72%, CTR 62%, and impressions 31% over tenure.
- Producer of more than 100 video productions — more than 70% of the company's entire 30-year video library — establishing video as a primary vehicle for brand, culture, project showcasing, and executive thought leadership communications.
- Strategist of 100+ integrated communications campaigns across earned, owned, and paid channels in support of leasing, brand, and executive visibility objectives.
- Created and host quarterly company-wide town halls, partnering with executive leadership to communicate business strategy, reinforce organizational culture, and drive employee engagement across the enterprise.
- Author of team standard operating procedures, service level agreements, internal customer satisfaction surveys, and Claude Skills brand and style guides, creating operational infrastructure for a scalable communications function.
- Manager of vendor teams for web development, video production, and regional aerial videography and photography capture.

Google External Communications Team Lead / Senior Writer

Accenture, Chicago, IL, Feb 2016 – Feb 2020

Played a key role in building and scaling a multi-country communications and content team serving Google's global B2B technical product organizations — including Google Pay and payments products portfolio. Owned team strategy, standards, and operational systems from inception through full scale.

- Shaped the communications framework that unified Android Pay's user experience across in-app, in-store, and online surfaces, supporting product launches in key Asian and South American markets and contributing to the platform's global rebranding as Google Pay.
- Owned B2B communications strategy for Google Pay and related B2B payment products, translating complex technical integration requirements into content that drove adoption among enterprise partners, including banks, credit card networks, and public transit operators.
- Led team delivery of 250+ global communications campaigns in partnership with senior product and engineering stakeholders, maintaining strict legal compliance, brand, and message standards across all markets.

- Established communications standards and training programs for Google and vendor teams across multiple countries, creating the operational foundation for consistent, scalable campaign execution.
- Designed and produced scalable video-based onboarding system that compressed ramp time, standardized quality across five global locations, and enabled rapid team expansion and offshoring.

Managing Director

Revolutionary Media Group, Chicago, IL, Jan 2013 – Jan 2016

Led a 10-person team at a full-service communications and marketing agency serving B2B, B2C, nonprofit, and municipal clients across the U.S., Canada, and Europe. Owned full P&L accountability for client engagements and managed \$2 Million+ in annual media budgets with performance accountability tied to client KPIs and revenue outcomes.

- Led end-to-end campaign strategy for integrated communications programs — from stakeholder alignment and message development through channel execution and impact measurement — across digital, broadcast, print, and experiential platforms.
- Managed \$2 Million+ in annual digital and broadcast media investment across health, manufacturing, and events clients, with performance accountability tied directly to client KPIs and revenue outcomes.

Co-Founder

Broadcast Barter Radio Networks, Naperville, IL, May 2004 – Dec 2012

Co-founded and led a nationally syndicated radio and content marketing company that helped authors, experts, and entertainers — including Donny Osmond — build audience, extend reach, and drive revenue through integrated broadcast and digital communications strategies. Led a seven-person team, owned key client relationships, and held full strategic and operational accountability for the business.

- Developed and executed integrated content and distribution strategies that contributed to \$100 Million+ in combined client revenue across direct sales, affiliate marketing, and live events.
- Produced and launched nationally syndicated radio programming for high-profile talent, and built accompanying digital content ecosystems to extend audience reach and monetize distribution.
- Led negotiations for show asset disposition and successfully acquired the iconic “Q101” media brand, expanding the company's owned content portfolio and long-term distribution capabilities.

Media Management & Creator Roles

Various Chicagoland Radio Stations, Oct 1996 – Nov 2017

Broadcast media roles in management, on-air, writing, and production at WGN-AM, WBBM-AM, WUSN, WLUP, among others, created solid foundation in audience engagement, message clarity, and editorial judgment that has informed every aspect of communications work throughout my career.

Education

Bachelor of Science in Communications

Illinois State University, Normal, IL

Minor: History

Tools & Tech

Creative & Video: Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Audition)

Microsoft Stack: Microsoft 365 (Word, Excel, PowerPoint), SharePoint, Teams, Copilot

Communications & PR: Cision, Muck Rack, Hootsuite, WordPress

Analytics: Google Analytics, Tag Manager, Ad Manager

AI Tools: Claude, ChatGPT, Gemini, Perplexity

CRM & Automation: HubSpot, Keap