

Greg Lester

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Communications in Science, Medicine and Engineering

- A decade of finding creative ways to engage audiences of all technical levels in the complicated issues surrounding science, engineering, technology and society.
- Proven experience in coordinating media coverage involving events, public relations, and crisis communications.
- Writing and editing, with an emphasis on Plain English, for print, audio, video and the web.

Education

Master of Arts in Professional Writing,
Carnegie Mellon University 1999
Pittsburgh, Pa.

Bachelor of Arts in Biological Sciences,
University of Delaware 1996
Newark, Del., Minor in Philosophy

Professional Experience

Director of Science Communications,
Fox Chase Cancer Center, Philadelphia, Pa.

(2008 – Present)

General Duties

- Coordinate national and local media coverage of ongoing research at Fox Chase, a National Cancer Institute-designated Comprehensive Cancer Center.
- Work with a team of communications experts in a leadership role to develop a lay-friendly appearance for Fox Chase's complicated scientific endeavors.
- Aid Fox Chase scientific and administrative leaders in strategic communications planning.
- Write, edit and develop science-related content for media, donor, and scientific audiences.

Recent Accomplishments

- Established an online social media presence for Fox Chase.
- Led task force to coherently reorganize Fox Chase research web site.
- Developed multimedia content depicting Fox Chase, its researchers and their scientific legacy.
- Provided guidance to researchers and administrators in government testimony.
- Built branding and promotional surrounding launch of Fox Chase's Keystone Programs for Collaborative Discovery.
- Led communications for launch of Fox Chase's Institute for Personalized Medicine.

Senior Manager, Science Communications,
American Association for Cancer Research, Philadelphia, Pa.

(2007 – 2008)

General Duties

- Promoted research findings published in AACR's five top-tier scientific journals to technical and mainstream media outlets; oversaw production of press materials by freelance writers and interns.
- Managed and developed relations with AACR's pool of freelance writers.
- Wrote and edited AACR promotional materials, documents and communications.

Accomplishments

- Selected scientific abstracts for promotion at AACR's Annual Meeting and several conferences and meetings throughout the year, resulting in numerous media hits.
- Worked with a team of communications professionals to operate press room and press conferences at AACR scientific events.

Science Writer/News Officer,
University of Pennsylvania, Philadelphia, Pa.

(2003 – 2007)

General Duties

- Promoted research findings and scientific accomplishments of scientists and engineers across three schools of the University of Pennsylvania: Arts & Sciences, Engineering and Veterinary Medicine.
- Developed a good reputation for reliably pitching the correct story or scientist to the appropriate media outlet.
- Assisted and advised Department of University Communications leadership on crisis management.

Accomplishments

- Led Penn's response in managing media surrounding events related to Barbaro, the Kentucky Derby-winning racehorse who broke his leg at the Preakness. Conducted press briefings, arranged interviews and wrote all press releases.
- Established the Penn Science Cafe, a lecture series held in a local, off-campus nightspot. The Cafe was the first of its kind in the region and continues to this day.
- Developed, edited and promoted the monthly electronic Research at Penn newsletter.

Science Writer/News Officer,
University of Pennsylvania Health System Philadelphia, Pa.

(2000 – 2003)

- Wrote basic science-oriented press releases for research conducted at Penn's School of Medicine.
- Aided media outlets to promote UPHS events, and supervised media on UPHS property.

Marketing Writer,
BIOSIS, Philadelphia, Pa.

(1999 – 2000)

- Wrote and edited press releases, letters to customers, customer newsletter and advertising copy.
- Assisted in developing long-range marketing and advertising plans.

Public Affairs Intern,
National Science Foundation, Arlington, Va.

(1998 – 1999)

- Wrote press releases, tip sheets and fact sheets to highlight NSF in the national media.
- Directed the publication of news clippings book on NSF-funded Antarctic research.

Adjunct Instructor,
Montgomery County Community College, Blue Bell, Pa.

(2003 – 2007)

- Taught undergraduate level course on technical and business communication.

Designated President,
Philadelphia-Area Science Writers Association (www.paswa.org)

(2005 – Present)

- Responsible for planning lectures, tours and workshops for a regional organization of science journalists, freelancers and public information officers.
- Built and maintained PaSWA website and "The What," a local science events blog.

Technical Skills

Familiarity with MS Office, Photoshop, QuarkXPress, most audio and video editing suites, and the principles of web design and online content management. Experience using the Vocus PR management system. Comfortable working in Windows, Mac and Linux environments.

References available upon request.