

public involvement strategy

# ROBERT CULLICK

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Profile

Robert Cullick is a public involvement and communications strategist committed to finding the “sweet spot” where public policy concerns successfully intersect the efforts of businesses and governmental organizations to build infrastructure. To help organizations accomplish their mission, he draws from his training and experience in the media, public dialogue and mediation techniques.

Experience

**Executive Manager, Communications, LCRA, Austin, Texas** 1991-2011

Communications Strategy – Developed, led and executed strategies to win acceptance of billions of dollars worth of electric transmission lines and power plant, water and wastewater plant sites, including those in environmentally sensitive and politically volatile areas

Corporate Strategy Development – Led development of corporate strategies and goals during period of intense growth during which revenues and capital assets doubled

Leadership Development -- Co-led and co-developed year-long leadership development program over 10 years for a total of 320 employees

**Reporter, Houston Chronicle, Austin, Texas** 1988-1991

Covered Texas Legislature and Governor’s Office as well as state regulation of electricity, telecommunications, water and insurance

**Reporter, Austin American-Statesman** Austin, Texas 1981-1988

Developed the “Growth Beat,” covering infrastructure needs, politics, environmental and neighborhood concerns of the City of Austin during a high-growth period

Education

Northwestern University, Kellogg School of Management, 2000; Executive Management Certificate

Collaborative Decision Resources (CDR Associates), Boulder, Colorado, 1999; Certification in Mediation

Northwestern University, Medill School of Journalism, 1974-1978; Bachelor of Science in Journalism

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Approach

Based on three decades of experience in public relations, journalism and corporate strategy development, Robert observes that overcoming “Not In My Back Yard” Syndrome requires internal alignment, exceptional cross-functional planning, disciplined communications, listening with empathy and a commitment to robust communications.

Favorite Quote

“With public sentiment, nothing can fail; without it, nothing can succeed.”

-1858 Senatorial Candidate Abraham Lincoln

Referrals

Upon request