

Jennifer J. Sharpe

(704) 616-2013 | jennifer.sharpe.nc@gmail.com | jennifersharp.info | linkedin.com/in/jennifer-sharpe22 | Charlotte, NC

COMMUNICATIONS LEADER

20+ years shaping external communications strategy, storytelling, and executive positioning for publicly traded energy, utility and telecommunications companies. Partner with C-suite executives of publicly traded corporations to develop and deliver clear, consistent, and impactful messaging and thought leadership across all communication channels.

Career Highlights

- **Transformed enterprise communications** at Piedmont Natural Gas from fragmented execution to coordinated strategy.
- **Aligned crucial energy & policy messaging** across **Duke Energy, Amazon, Google, Microsoft, and Nucor**.
- **Secured global and national media coverage** in Reuters, Utility Dive, E&E News by Politico, and Power Engineering.
- **Early career foundation in telecommunications industry communications leadership**, including regulatory, M&A, VoIP, broadband, and executive communications programs.

Expertise: Executive Communications | Executive Advisory | Board & Public Affairs Strategy | Communications Strategy | Speechwriting | Thought Leadership | External Communications | Reputation Management | Media Relations | Crisis Communications | Issues Management | Narrative Architecture | Strategic Storytelling | Corporate Positioning | Change Management | Operational Excellence | Stakeholder Management | Agency Management | Budget Ownership

Experience

Sharpe Advisory Group | Charlotte, NC

Nov 2025 to Present

FRACTIONAL COMMUNICATIONS LEADER

Assess, realign, and strengthen communications programs for small energy, utility, and telecommunications clients.

Hexagon Agility | Charlotte, NC

Dec 2024 to Oct 2025

SENIOR MANAGER, NORTH AMERICAN COMMUNICATIONS

Reported directly to Norway-based executive leadership and partnered with Brunswick Group's Munich-based team to support global communications strategy.

- **Architected and launched North American corporate communications strategy** to create executive visibility, drive climate policy leadership, and champion commercial expansion objectives.
- **Drove 25% YoY growth** in brand visibility and market presence by designing and deploying fully integrated media and digital communications platform for ACT Expo 2025.
- **Built and maintained strategic relationships** with more than 100 global, national, and trade media outlets.

Duke Energy | Charlotte, NC

Oct 2016 to Nov 2024

LEAD COMMUNICATIONS MANAGER

Retained through Duke Energy's acquisition of Piedmont Natural Gas as Regional Enterprise and Executive Communications Lead. Served as senior enterprise spokesperson and led climate policy communications for this Fortune 150 regulated utility with 8M+ customers. Provided oversight and direction to multiple agency teams.

- **Spearheaded enterprise-wide communications for Accelerating Clean Energy initiative** to place cost of hyperscale demand from energy-intensive, AI-driven data centers on corporations with special tariffs.
 - Partnered with internal executives and communications leaders at Amazon, Google, Microsoft, and Nucor to design formal communication plan that translated complex pricing model into clear public narrative and elevated initiative into national policy platform.
- **Partnered with SVP, System Planning and Construction** to prepare Congressional testimony regarding need to build several new small nuclear reactor (SMR) facilities due to increased electricity demand from data centers.
 - Developed key messages, drafted SVP's comments to Congressional Energy Subcommittee, and created comprehensive, confidential Q&A document.
- **Architected communications function** for Southeast Hydrogen Hub, coalition of five regional energy providers, to build unified brand and platform to compete for \$8B in DOE funding. Lauded as best-in-class collaboration model.
- **Commended with PRSA Silver Anvil Award** for orchestrating 24/7, enterprise-wide crisis communications during Hurricanes Milton and Helene.

Piedmont Natural Gas | Charlotte, NC

Oct 2008 to Oct 2016

SENIOR CONSULTANT, COMMUNICATIONS

As enterprise communications lead, directed internal and external communications strategy for \$2M annual investment portfolio, achieving recognition as Cogent Utility Trusted Brand Study's Most Trusted Utility in 2017. Set and aligned KPIs for agency partnerships with corporate strategy and measurable business outcomes.

- **Drove development and delivery of enterprise communications strategies** that strengthened brand trust and market leadership, **boosting J.D. Power customer satisfaction ranking from #9 to #1.**
- **Protected corporate image and reputation as lead spokesperson during high-stakes incidents**, including gas emergencies, public protests, and severe weather events.
- **Established company's first communications program**, consistent brand, and message cadence for every audience, including media, customers, and regulators.
 - Built annual message map in Excel with month-by-month plan by message, audience, and schedule. Reviewed with stakeholders on monthly basis and renewed annually. Practice is still used today.

EquiFirst, Barclays Subsidiary | Charlotte, NC

Mar 2007 to Feb 2008

CORPORATE COMMUNICATIONS MANAGER

Managed internal / external communications to address financial and industry volatility; supported executive communications.

- **Maintained positive morale during 2008 bankruptcy proceedings** and associated layoffs by leading crisis communications in conjunction with Barclays.
- **Enhanced internal communications** by building organization's first SharePoint intranet for 4K+ employees.

FairPoint Communications | Charlotte, NC

Mar 2005 to Mar 2007

CORPORATE COMMUNICATIONS MANAGER

Trained C-suite executives on message / media development. Wrote, produced, and distributed monthly CEO video messages.

- **Crafted internal and external communications for 12 M&A transactions**, including Taconic Telephone and Berkshire Telephone Company in New York.

US LEC | Charlotte, NC

Mar 1998 to Mar 2005

PUBLIC RELATIONS MANAGER

Built company's first-ever PR program. Hired and managed Edelman out of Atlanta. Designed governing message house & executed C-suite media training.

- **Designed proactive PR campaign for emerging ILEC & regulatory challenges and emerging VoIP issues**, including a roadshow, comprehensive national, regional & trade media outreach. Managed all internal & external communications for two regional acquisitions.

Education

Queens University of Charlotte | Charlotte, NC: **Master of Arts (MA) in Organizational Communications**

Appalachian State University | Boone, NC: **Bachelor of Science (BS) in Mass Communications**

University of Southern Maine | Portland, ME: **Bachelor of Arts (BA) in English Literature**

Certifications

Microsoft Learn: Responsible AI Principles & Practices, in process | **ISACA:** Cybersecurity Fundamentals Certificate, in process

DeepLearning.AI: Generative AI for Everyone and AI for Everyone | **Azure AI Fundamentals:** AI-900 Microsoft Certificate

Technologies

MS 365 | Cision | Meltwater | Hootsuite | Power BI | SharePoint | Google Analytics | Airtable | GenAI | ChatGPT | Claude | AI Training | Adobe Acrobat