

# ***Bruce R. Mulkey***

16 Spears Avenue, #19  
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## **O B J E C T I V E**

To support organizations in creating the results they want through effective strategic planning and communication with their desired audiences.

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## **F U N C T I O N A L S U M M A R Y**

My innate ability to plan, organize, solve problems, and communicate enables me to assist organizations in discerning their purpose, defining their strategic goals, developing action plans and implementing these plans. My commitment to teamwork, impeccability, integrity and accountability allows me to work interdependently with other team members and other teams to achieve our joint goals.

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## **E M P L O Y M E N T**

**Sisters of Mercy Urgent Care, Inc.** 1999–2005  
Asheville, North Carolina

**Director of Communications and Strategic Planning.** Develops clear, congruent identity for not-for-profit healthcare organization and disseminates message that effectively expresses this identity to people and organizations in Western North Carolina via print, electronic and other media. Facilitates development and implementation of the strategic plan in coordination with the President/CEO and members of the Strategic Planning Group. See attachment for accomplishments.

**Asheville Citizen-Times** 2000–2004  
Asheville, North Carolina

**Local editorial columnist.** Wrote editorial columns on local, regional and national issues.

**Mulkey Communications** 1989–2000  
Asheville, North Carolina and Austin, Texas

**Principal.** Consulted with health care and other organizations to facilitate development of strategic, public relations and marketing plans. Supported these organizations in the implementation of these plans. Worked with organizations to enhance internal and external communications.

**Berkeley Four Seasons Vacations** 1987–1989  
Orlando, Florida

**Vice President of Marketing and Public Relations.** Directed marketing and public relations efforts for resort development and management firm. Established and implemented marketing and public relations plans; managed production of newsletters, marketing materials and promotional literature; and created and executed promotional programs.

**Various Consulting Groups** 1983–1987  
Knoxville, Tennessee

**Management Consultant.** Worked with startup companies in the creation and execution of business plans. Researched and formulated franchise plan for energy conservation company. Published articles on entrepreneurship, energy conservation and education in various publications.

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## Bruce R. Mulkey, continued

### **SavEnergy, Inc.**

1972–1983

Knoxville, Tennessee

**President.** Founded energy conservation firm and coordinated all phases of business including management, marketing, public relations, promotions and advertising. Recruited and led team of engineers, scientists, technicians, construction contractors, attorneys, lobbyists, public relations experts and financial specialists in developing and marketing state-of-the-art energy audits.

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## E D U C A T I O N

### **Middle Tennessee State University**

1966–1967

Murfreesboro, Tennessee

Graduate study in English

### **University of the South**

1964–1966

Sewanee, Tennessee

B.A. Psychology

### **University of Tennessee**

1961–1964

Knoxville, Tennessee

Liberal Arts

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## P R O F E S S I O N A L D E V E L O P M E N T

- **Institute of Cultural Affairs**, Asheville, North Carolina & Nashville, Tennessee, 2004
- **Way of a Warrior**, The Kairos Foundation, Dahlonega, Georgia, 1988–98
- **Outward Bound**, North Carolina Outward Bound School, Morganton, North Carolina, 1991

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## R E F E R E N C E S

### **Bill Harvey**

Vice President/COO  
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### **Wally Bowen**

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