



Chuck Reece
Communications, LLC
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Chuck Reece

President

Chuck Reece has worked in communications from virtually every angle. As a journalist, he has interviewed CEOs and followed rock bands on the road. In politics, he has spoken every day for a highly popular governor and built the communications infrastructure for the nation's most successful state lottery. In business, he has led the creation of the internal communications structure for the world's most global organization, written major speeches for CEOs, and kept America's favorite duck out of trouble.

With more than 20 years of widely varied experiences, Reece offers a clear, pragmatic approach that helps solve problems in the real world. Specifically, he brings the honesty, credibility and plain speaking of the best journalism to business communication - whether he is serving as consultant on corporate communications strategies, working as a speechwriter or a corporate writing consultant, or building the content of a corporate Web site.

Today, he runs Chuck Reece Communications, an Atlanta corporate communications consulting firm that provides strategic counsel and writing services to major corporations and non-profits in the United States, Europe and Canada.

Before opening CRC, Reece was senior vice president of GCI Boxenbaum Grates, New York, a strategy-oriented public relations counseling firm, where he led client relationships with AFLAC Incorporated, Kerr-McGee Corporation and The Coca-Cola Company, among others.

Reece joined GCIBG after serving as manager of employee communications and manager of marketing communications at The Coca-Cola Company. At Coca-Cola, he directed global communication programs that reached 30,000 employees in 200 countries. In this position, he managed the design and content architecture of the company's Intranet. Reece also oversaw the development of an online news service for employees of The Coca-Cola Company - an initiative that increased the efficiency and speed of communications between senior management and employees, as well as allowing employees a forum in which to share their opinions of corporate initiatives.

Before joining The Coca-Cola Company, Reece served as vice president of communications at the Georgia Lottery Corporation.



Before that, he worked as director of communications and press secretary for former Governor Zell Miller of Georgia, who left office as the most popular governor in the state's history.

In 2002, Reece began working solo as an Atlanta speechwriter, corporate writing consultant and senior corporate communications consultant. A sampling of Chuck Reece Communications' present and former clients includes Aflac, The Coca-Cola Company, MillerCoors, Solo Cup Company, TIAA-CREF and the U.S. Green Building Council.

Reece spent eight years as a journalist before moving into corporate communications. He covered the world of business for Adweek, Channels and Georgia Trend magazines, and followed his lifelong passion for music through articles for The Village Voice, Spin and other music publications. Today, he pursues that passion by playing guitar and writing country songs at his kitchen table.

Reece holds a bachelor's degree in journalism from the University of Georgia. He and his wife, Allyson Bowers, live in Atlanta's historic Inman Park neighborhood with their dog, Mavis, and their cat, Mickie. Allyson, a nurse, has worked with Doctors Without Borders in Ethiopia and in Western Darfur, Sudan.

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