



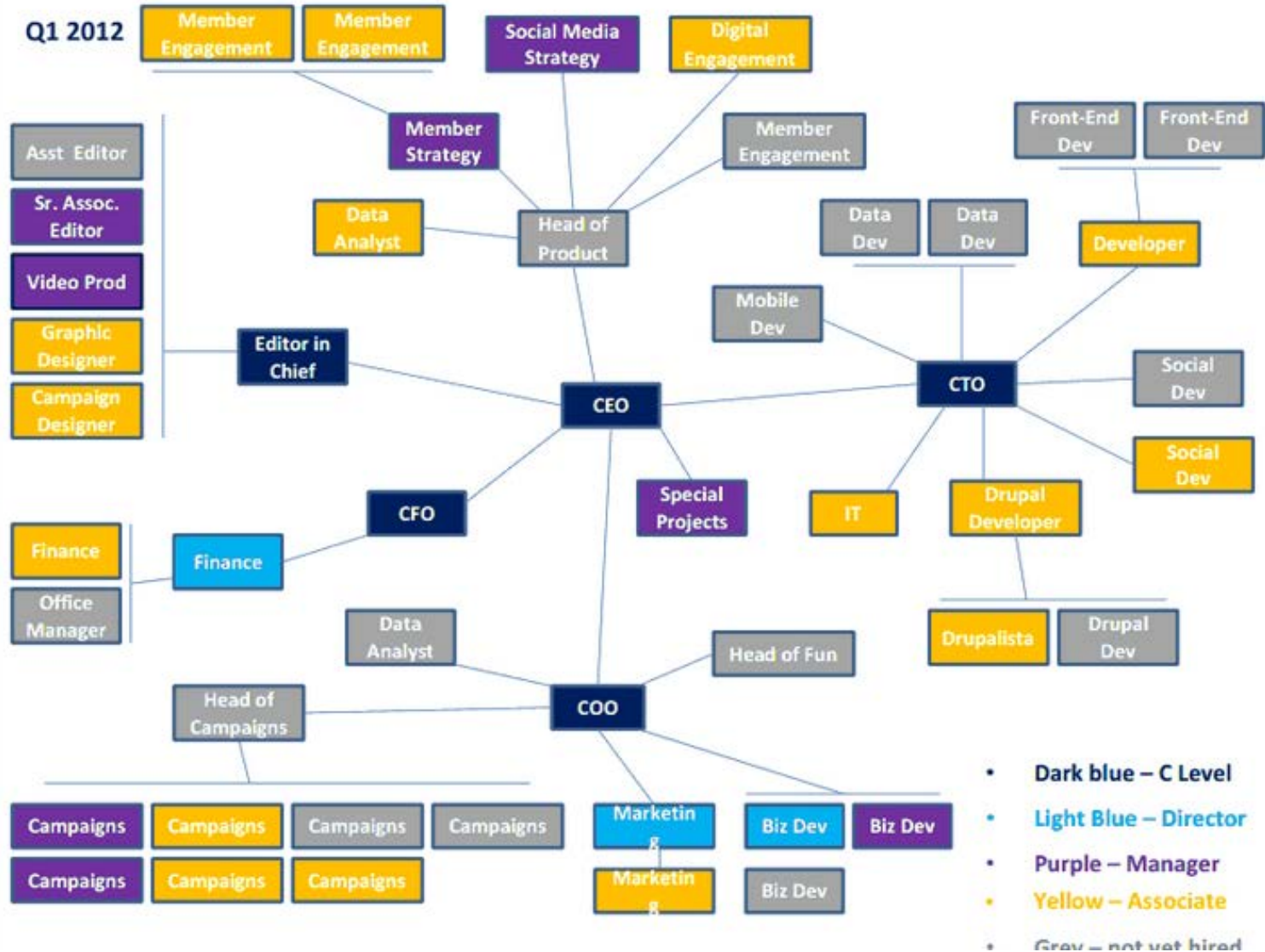
CALVIN STOWELL, DIRECTOR OF DIGITAL AND CONTENT

DIGITAL PR SUMMIT

BUILDING, MOTIVATING AND MANAGING YOUR DIGITAL DREAM TEAM

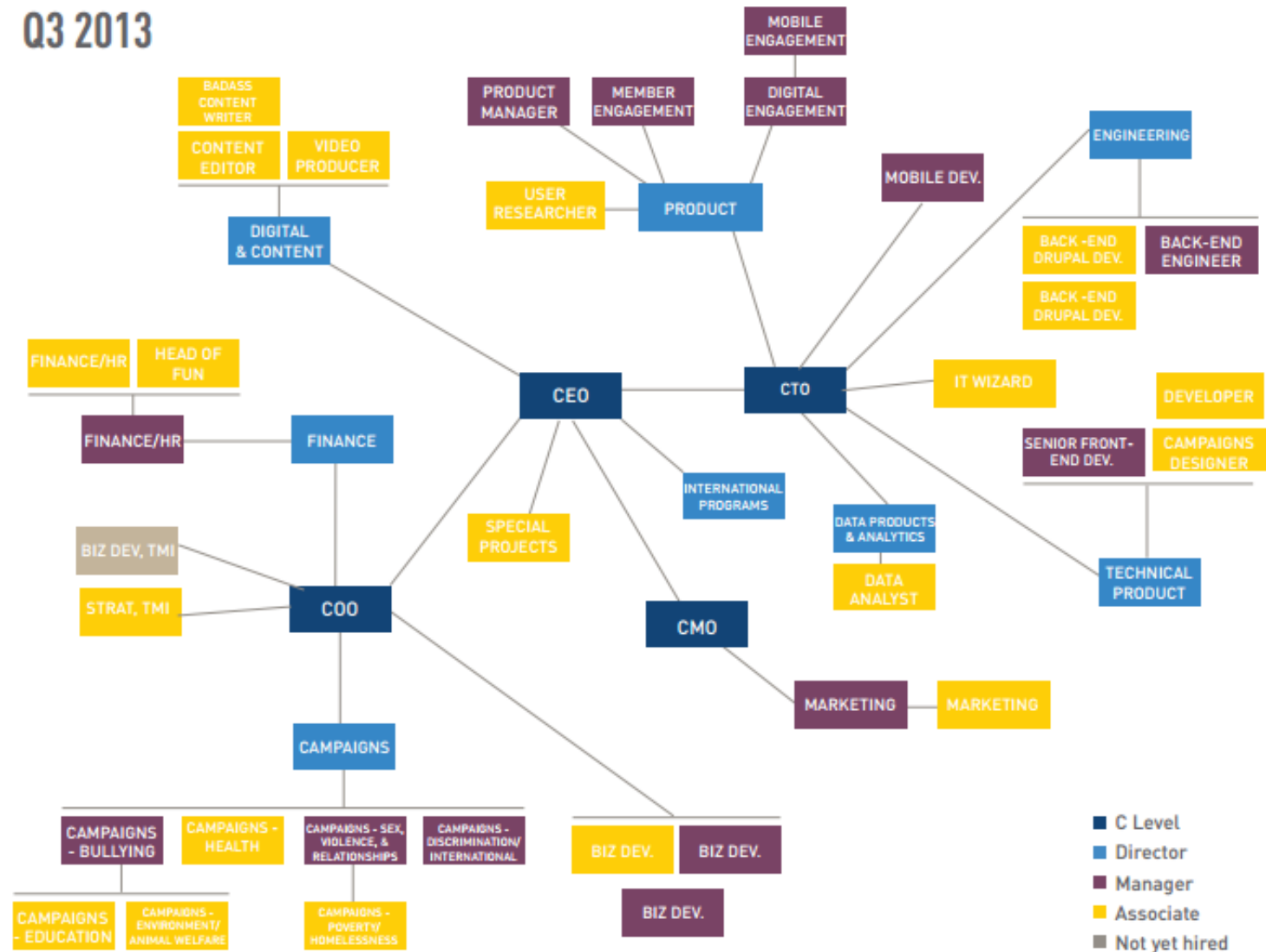
#digitalpr

Q1 2012



- Dark blue – C Level
- Light Blue – Director
- Purple – Manager
- Yellow – Associate
- Grey – not yet hired

Q3 2013



THE FUTURE



CRISIS TEXT LINE |

ORGANIZATIONS CHANGE

ADJUST ACCORDINGLY